

AQUA AIR™



Using our
Strength for
a better
SA
for all



Building a Better SA for All – The Role of Women in Energy and Water

*“Here’s to strong women.
May we know them. May we be
them. May we raise them.”*

U n k n o w n



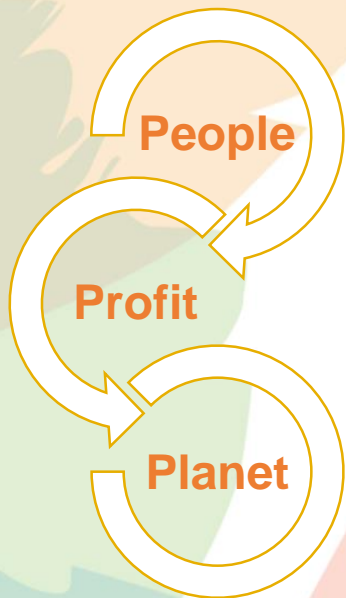
Introduction

- Headhunted for the position of Chief Executive Officer of Aqua Air Africa, a subsidiary company of Moipone Group Investments (Pty) Ltd.
- Founder: King Gina Communications – Strategic brand communications consultancy
- Previous Position: Group Marketing and Communications Manager of Moipone Group of Companies, now known as Moipone Group Investments
- Previous Position: Brand Strategist at a heavy duty vehicle manufacturing company, Marce Fire Fighting Technology
- Background: Strategy, brand building and marketing (Wits Business School, Vega School of Brand Leadership, University of Pretoria, Varsity College)
- Advocacy: The ascension, participation and progression of women in male dominated industries. I champion women through playing my role by recruiting them and procuring from them.



THE JOURNEY TO BUILDING A SUSTAINABLE BRAND





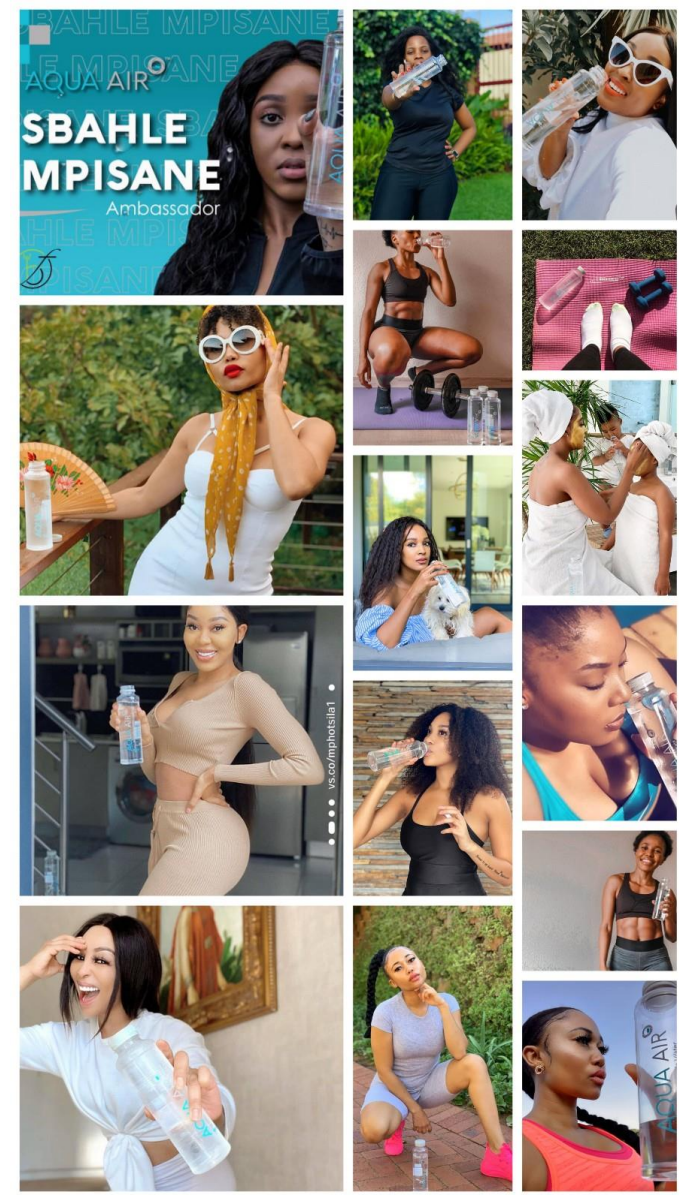
AQUA AIR AFRICA OVERVIEW

In 2016, Aqua Air Africa discovered a disruptive atmospheric water technology that extracts water from humid ambient air ; which is then condensed, filtered, UV sterilized and ozonated to produce pure drinking water. In 2019, Aqua Air Africa launched Africa’s first atmospheric water generation plant where it is currently bottling premium atmospheric water for public consumption. The technology is also an alternative potable water solution for communities and various industries.

- Atmospheric water generation plant based in Garankuwa
- Warehouse based in Midrand
- Head office based in Arcadia
- Nationwide distributors
- Bottled water available at selected retailers, forecourts, restaurants, online retail platforms and wholesalers.



Some of our clients & partners



THE WOMEN BEHIND AQUA AIR AFRICA

Promote women to senior positions, procure from women-owned businesses. Simple!



Key Challenges Faced:

1. Relatively novel technology
2. Age and gender prejudice
3. The old boys' club (systemic exclusions)
4. Chance-takers
5. The pressure of delivering an atmospheric water generation plant!!!
6. Not enough women to procure from

Positions held by women at AAA

Chief Executive Officer
Chief Operations Officer
Cost & Production Accountant
Production Lead
Production Supervisor
Marketing and Comms Manager
Sales – Key Accounts Manager
Sales Administrator
SHEQ Officer
SHEQ Assistant
Lab Technician Intern
Millwright Intern (Electrical Engineer)
Production Operators - 4
Cleaner
Security



The Conqueror's Toolkit:

1. Kill the ego & listen to others
2. Employ people that are better and smarter than you
3. Positive self talk
4. Preparation, research and continuous self development
5. Seek out your destiny helpers & mentors
6. Own your throne
7. Support other women
8. Vulnerability is key – Ask for help



CONCLUSION



Mentorship in the age of social media

Shoot your shot and DM!!!

The importance of SMME Incubation

- To fill in the gaps between innovation and commercialization
- Developing confident innovators with business acumen
- Providing access to markets and partners
- Building a solid foundation for a sustainable business
- Creating a community
- Allocating relevant business mentors
- Access to capital
- Creating an environment that allows entrepreneurs to thrive

The power of mentorship

I am a product of my mentors, Dr. Nondumiso Mzizana & My mother.

I am product of my champions Matsi Modise, Dr. Maureen Tong and many other women who have walked very mountainous terrain before me.

I have received support from men who too, are feminists and advocate for women to occupy key positions in the boardroom. They put their money where their mouths are.

I mentor other young women, namely one who was my executive assistant and is now our production lead and is completing her Masters in Water Utilisation at the University of Pretoria.



AQUA AIR™



T H A N K Y O U

