

FOR IMMEDIATE RELEASE

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## Agbiz Appoints Ms Sinovuyo Moabalobelo as Head: Strategic Projects

The Agricultural Business Chamber (Agbiz) is delighted to announce the appointment of **Ms Sinovuyo Moabalobelo** as its new **Head: Strategic Projects**.

Agbiz CEO, **Theo Boshoff**, said:

“We are excited to welcome Sino to the Agbiz team. Agbiz has always had a strong focus on economics, trade, policy, and legislation, but we are increasingly seeing that public–private partnerships (PPPs) are essential to creating an enabling environment for agribusiness.

In recent years, the industry has entered into a PPP with Transnet to create additional plug points in the Port of Cape Town, while also engaging in rail reform and exploring partnerships to improve road infrastructure. Beyond regulatory certainty, our regulators must also be capacitated to perform effectively. Sino’s experience at Business Unity South Africa (BUSA) and Harambee Youth Employment Accelerator positions her perfectly to strengthen our capacity in this space.”

With over 15 years of experience in **social policy, transformation, stakeholder engagement, and strategic project management**, Sinovuyo brings a wealth of expertise to her new role.

She joins Agbiz from Harambee Youth Employment Accelerator, where she served as Portfolio Executive: Agriculture, Infrastructure, Green Economy and Special Projects, leading initiatives to tackle youth unemployment and promote sustainable development. Prior to that, she spent nearly five years at Business Unity South Africa, advancing from Manager: Skills Policy to Director: Social Policy and Transformation, where she played a key role in shaping and advocating for policies that promote inclusive growth, social dialogue, and decent work.

Sino holds a Bachelor of Laws (LLB) from the University of South Africa, and she is currently completing an MBA in International Relations and Diplomacy. Her background in both business and social development, coupled with her passion for inclusivity and sustainability, aligns strongly with Agbiz’s mission to strengthen the competitiveness and transformation of South Africa’s agribusiness sector.

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