


Mogae rallies behind Masire's bid to become SG - Masire eyes historic election

Created on Sunday, 23 August 2015 09:10 | Written by [Sello Motseta](#) |  | Hits: 238



African branding guru Thebe Ikalafeng is also supporting Masire's bid

Former Botswana President Festus Mogae rallied behind Mmasekgoa Masire-Mwamba's bid to become the first woman to lead the Commonwealth secretariat, which is expected to elect a new secretary general at the meeting of Commonwealth Heads of Government Meeting (CHOGM) in November in Malta.

Mmasekgoa Masire-Mwamba is bidding to become the first woman to lead the troubled Commonwealth secretariat. The emergence of a non-racial government in South Africa is regarded in Africa as one of the greatest achievements of the Commonwealth and is a ringing endorsement of what the organization endeavours to achieve.

Yet in recent years the organization has been dogged with controversy as witnessed by the Summit hosted in Colombo, Sri Lanka, from 15 to 17 November 2013.

The summit was boycotted by the leaders of Canada, Mauritius, and India who complained about human rights violations by Sri Lanka against its Tamil minority. But commentators believe it has potential as a force for good.

There are three other declared candidates for post namely Doctor Bhoendradatt (Bhoe) Tewarie, Minister for Planning of Trinidad and Tobago, Baroness Scotland of Asthal, the Dominican-born former British Attorney-General and Sir Ronald Sanders, a member of the 'Eminent Persons Group' appointed in 2010 to advise on reform of the Commonwealth.

Notwithstanding the stiff competition a Former President backs Masire for the post.

"As a country we deserve it. As an individual person she has proved her individual capability in the number 2 position. She deserves it. That is why I support her," said Festus Mogae formerly President of Botswana, at a fundraising breakfast Thursday in Phakalane.

The election of Masire-Mwamba, from a country like Botswana which is renown for being the least corrupt in Africa, would reinforce a positive narrative of Africa, which is often associated with disease, corruption, bribery, death and violent conflict.

"We have a new story to tell. A new narrative to write out of Africa. An African Renaissance," enthused Thebe Ikalafeng, who is arguably the foremost branding and reputation architect, advisor and author in Africa.

He said he was rallying behind Mmasekgoa bid to be the next Secretary General of the Commonwealth because she positively affirms the story of a capable, intelligent, respectable and rising Africa.

A respected brand and reputation authority, Ikalafeng was named as one of the '100 Most Influential Africans' by New African Magazine. He has been to over 50 countries across Africa and the world and worked on over 100 brands, gaining an incomparable perspective and experience on building brands and reputations in Africa.

The business chamber in Botswana also threw its weight behind Masire's campaign.

"The commonwealth is about shared wealth. A group of countries, who would like wealth to be shared. Mmasekgoa has excelled in her own country and I do believe that as head of business in Botswana, that electing Mmasekgoa as Secretary General would ensure that business," said Lekwalo Leta Mosienyane, President of Botswana Confederation of Commerce Industry and Manpower (BOCCIM).

The Commonwealth has within its fold 53 countries, some developed and most developing. Its 1.8 billion people constitute more than a quarter of the human race. They inhabit every continent and embrace virtually every ethnic group.

The Commonwealth is not a special interest group, neither is it a regional organization. But the Commonwealth is the only international organization that has its members in every conceivable international organization in the world.

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