



A world class African city



Joburg Market (SOC) Ltd

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JOBURG MARKET CEO WINS PRESTIGIOUS WUWM MANAGER OF THE YEAR AWARD 2025

The Joburg Market SOC Ltd is proud to announce that its Chief Executive Officer, Mr. Sello Michael Makhubela, has been honoured with the jury recognition for the World Union of Wholesale Markets (WUWM) Manager of the Year Award 2025. The accolade was conferred during the WUWM Global Conference held in Brussels, Belgium, on 07 November 2025.

The WUWM Manager of the Year Award recognises global excellence in leadership, innovation, market performance, sustainability, and community engagement within the fresh produce sector. Mr. Makhubela's achievement underscores his transformative leadership and the Joburg Market's continued success as a model of governance excellence and inclusive growth.

Mr. Makhubela has led a remarkable turnaround strategy that strengthened financial performance, modernised operations, and deepened the Market's developmental impact. Under his leadership, Joburg Market achieved record-breaking turnover exceeding R1 billion twice in a single financial year, while promoting transparency, accountability, and stakeholder collaboration.

Guided by his Seven Pillars of Transformation Framework, Joburg Market has become a catalyst for empowerment and sustainability, supporting smallholder farmers, advancing women's participation in the agricultural value chain, and integrating environmentally responsible practices across its operations.

The recognition also follows the successful hosting of the WUWM 2025 Global Conference in Johannesburg earlier this year, which positioned the Joburg Market and the City of Johannesburg as key contributors to the international dialogue on food security and market innovation. Mr. Makhubela's continued leadership has elevated Joburg Market's global profile and strengthened its partnerships within the international wholesale market network.

The Joburg Market extends its heartfelt appreciation to all employees, market agents, farmers, buyers, and stakeholders whose collective effort continues to drive the Market's success. The organisation also acknowledges the support and guidance of the Board of Directors, the Member of the Mayoral Committee (MMC) for Economic Development, and the City of Johannesburg for their continued partnership and commitment to excellence.

This achievement marks a defining moment for the Joburg Market, reinforcing its position as a globally recognised centre of excellence that champions innovation, inclusivity, and sustainability within Africa's fresh produce industry.

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Non-Executive Directors Mr. Mzikayise Ndlovu (Chairperson), Mr. Enos Sithole, Ms. Vuyiswa Gumede, Adv. Timothy Ramabulana, Mr. Godfrey Tsotetsi, Ms. Nomveliso Mpongo, Ms. Noxolo Sicam, Ms. Refilwe Kgomo, Mr. David Xaba, Mr. Vincent Masoga, Ms. Nomabali Kapiyana

Chief Executive Officer Mr. Sello Makhubela, Chief Financial Officer Mr. Nkosinathi Baloyi

Company Secretary: Mr. Keeran Singh

Auditors: Auditor General
Registration Number: 2000/023383/07

