



**Wellsford  
International Ltd**  
Trade Solutions

## COMPANY PROFILE

Wellsford International Ltd  
6th Floor, THE CORE, 62 ICT Avenue,  
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## *About Us*

Wellsford is a global commodity trading firm. We access, develop, service and sustain international commodity markets on behalf of producers and end-users. We focus energy and resources on activities that make trade work better. We invest in high-quality infrastructure and build innovative, end-to-end services that bridge the gap between buyers and sellers more effectively. Our activities help to create more efficient markets, reducing long-term costs for participants.

## *Our Story*

Wellsford International was in October 2017 in Mauritius with a focus on commodities trading across the continent. We are growing our footprint and client base across the globe.

## *What we do*

Physical trading and logistics in commodities markets is our core business. We have made strategic investments to develop assets that strengthen our trading operations. These are managed independently as standalone organisations. They transact business within the Group and with third parties. This approach maximizes productivity in all parts of the Group and ensures resources are allocated efficiently.

Our key sectors are Metals and minerals, Energy, Agriculture and Technology



## *Energy*

We are getting our footprint in trading oil and petroleum products. We buy, sell and move barrels more efficiently and invest in world-class assets that benefit end-users. We retain our edge by continually improving logistics, service and performance. We strategically handle large volumes of coal for off take to our end users.



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## *Metals & Minerals*

We trade in metals and minerals. We are always on the lookout for better ways to connect producers with end-users. We streamline and simplify supply chains. We participate in off-take agreements and develop downstream outlets. We form strategic alliances and invest in infrastructure.

This business includes commodities such as chrome, copper, zinc & lead, nickel, ferroalloys, alumina & aluminum, iron ore and gold.



## Agriculture

Wellsford is a market leader in originating, handling, processing and marketing agricultural commodities, including grain, oilseeds, pulses, sugar, rice, cotton, vegetable oils, flowers, tea, coffee, protein meals, biodiesel, honey, fruits and nuts

## Technology

We develop software and mobile applications as well as market those produced by third parties.



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## Values

### Integrity

- Practice Safety, Simplicity, Responsibility and Openness with our partners and stakeholders

### Growth

- Grow our people, grow our positive global impact on sectors and economies

### Connectedness

- Global focus, local impact!



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## Our Vision

To be the leader in linking and innovating commodity markets across Africa and The World

## Our Vision

Develop and implement meaningful and efficient supply chain linkages for sustainable economic development



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## *Directors and Key Personnel*

### **Joel Chikapa Phiri**

**Joel Chikapa Phiri** is a well know Zimbabwean film producer and entrepreneur based in South Africa. Joel has been in the film and television business in Zimbabwe and South Africa having produced both local and international films whose total cost exceed US100m.

Joel's career has been self made centred on starting, building, developing, growing, supporting and nuturing businesses in which he has been a major shareholder focusing initially on feature film production and financing. Now reaching over 30 years in the film and television business with work experience in projects spanning several countries in Africa, Europe and the USA, Joel has produced many films and developed an extensive global network in Film, Television and Global Media Related Businesses including Major Financial Institutions and Banks.

Joel has also been instrumental in the creation of various support structures in this sector, serving on many industry organisations both local and international as a board member. In his career Joel has had the uniuque previledge of being involved and pioneering many ground breaking projects.

Joel is an insuperable, catalytic, entrepreneurial, holistic thinking individual, who is a relentless professional, with an ability to be agile and flexible and capable of motivating and leading both small and large teams. A natural people's person and problem solver, Joel is able to work at ease under considerably insurmountable pressures. Joel is a consummate dealmaker and well versed in negotiating and setting up of complex financial structures, and equally at ease in understanding and setting up and drafting of legal agreements and business processes to support such structures. Joel also has a reasonably good grasp of South African Taxation and Partnership law. Since 2007 Joel has expanded his business interests to encompass Mining /Energy (including Oil & Gas) /Infrastructure /and Logistics (including Rail).

Joel's primary role in these ventures is capital raising and transaction structuring. Today his family business Known Associates (KAIH) is a small boutique finance house that offers tailor-made bespoke funding solutions, to a handful, prestigious clients whose focus is investing in South Africa Angola, Zimbabwe and the rest of Africa.

### **George Sibotshiwe**

**George Sibotshiwe** is an entrepreneur and political advisor. He serves as Executive Director of the African Democratic Institute (ADI), a think tank focused on enhancing democracy and good governance in Africa. George is in charge of governance programs in the ADI focusing specifically on campaign development, conflict management, and support for democracies in distress.

As an entrepreneur, George is a co-founder in an investment company focused on introducing disruptive innovations in service-oriented industries in Africa, and recently launched as an Uber like mobile application designed to provide delivery of parcels from point to point leveraging motorcycles, called Sendr.





## *Directors and Key Personnel*

### **Mr Blessing Mutsahuni**

**Mr Blessing Mutsahuni** currently holds a Bachelor of Accounting Science (BCOMPT) from the University of South Africa (UNISA) and completed his Articles Training with PriceWaterhouseCooper (PwC). He has over 11 years' progressive experience in auditing, finance, and trading. Blessing's topmost attributes are strong networking abilities and immense business experience. He has been specializing in the trading of metals, minerals, agricultural commodities and energy in the African Market.

### **Mr Sanjeev Kumar Lutchumun**

**Mr Sanjeev Kumar Lutchumun** holds an MBA from University of Birmingham and he is also a fellow member of ACCA. Sanjeev has been working in the Global business sector at senior management level for over 15 years. He has proven track record and experience in assisting international clients such as HNWI's, Corporates, Start-ups and Multinationals in structuring their businesses and provide them with tax efficient solutions together with wealth management and asset protections tools. Sanjeev travels to various jurisdiction for business and marketing meeting, conferences and workshops and is always in the search of opportunities and meeting people of alike mind. He has travelled extensively to various parts in Africa, Moscow, India, Singapore, Hong Kong, Malaysia, London and Paris. He also sits as board member in various global funds, investment and asset management, global business companies and has been acting as trustee representative and bank signatories as well.

### **Mr. Keevin Lutchumun**

**Mr. Keevin Lutchumun** holds an MBA from the East London University and has been in the corporate services sector over the last 10 years. He has proven track record and experience in on-line and e-marketing, IT risks management, overseeing the company formation and administration department and undertaking ongoing compliance and due diligence reviews. He has good knowledge in the formation and administration of UK Companies, UK LLPs and UK LLCs and also for offshore companies from various jurisdictions including BVI, Belize, Hong Kong, Singapore, Seychelles, Mauritius (both GBC1 and GBC2). He also has knowledge of Trust formation and administration together with an understanding of responsibilities as Trustee.

## Contact Us

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