

MEDIA RELEASE

Alfred Ford Visit To South Africa

Mr. Alfred Ford (USA), the great grandson of the legendary Henry Ford, founder of the Ford Motor Company, will be visiting South Africa presenting talks at various venues in Durban and Johannesburg.

He serves as Director of the Ford Motor Company Fund, Director of The Ford Family Office Group, USA and Director of The Mayapur Foundation, India. Mr Ford is also a Board member and Co-owner of CHANNELNET LLC, a Californian based Technology Company specializing in the design and production of IT Systems for Fortune 500 companies.

Continuing the legacy of his great-grandfather, Mr Ford and his wife, Dr Shamila Battacharya, PHD, are visionary entrepreneurs and philanthropists too with particular interests in Global Health, particularly in the developing world. He serves as Vice-Chairman to the Josephine Ford Cancer Centre at the Henry Ford Hospital in Detroit, Michigan, USA. Mr Ford serves on Boards of numerous Charitable Institutions.

He is an active investor in equity markets, property development, cutting edge software development and other spheres of business. He is a regular speaker at business conferences, sharing his global experience and expertise.

Mr Ford has joined Mr Ratan Tata on the strategic advisory board of NANOBIOSYM, a company that merges Nanotechnology with medicine in pursuit of cutting edge health science.

His first engagement, in Durban is a business breakfast organized by the Durban Chamber of Commerce and The International Society for Krishna Consciousness (popularly known as the Hare Krishna movement). The topic for discussion is "Economic Ethics For A New World Of Business"

Mr. Ford holds very deep spiritual values and is an initiated disciple of A.C. Bhaktivedanta Swami Prabhupada, founder of the International Society for Krishna Consciousness. He has undertaken to see the construction of the Temple of the Vedic Planetarium in Mayapur, West Bengal, India to fruition. This temple is anticipated to become one of the wonders of the world. It will be the largest temple in the world hosting more than 10 million visitors a year. A special feature is the unique harmony between science and religion. He will be a special guest at the Kendra Business Forum in Durban on Monday, 3rd February at 5.30pm. The focus of his talk here will be the Temple of the Vedic Planetarium.

Mr. Ford will also be visiting the Gordon Institute of Business Science (GIBS) in Gauteng at 6pm on Wednesday, 5th February. Here he will present a talk on Business and Spirituality, discussing the importance of maintaining a spiritual perspective in ones pursuit of wealth and position. This will entail his own personal experiences as well as that of Henry Ford.

On the 8th of February he will be the VIP speaker at a special event at the Great Hall at Wits University in celebration of the Temple of the Vedic Planetarium. This event is open to the public at no cost and will be accompanied by a cultural presentation.

He will be featured on numerous television and radio shows with appearances on CNBC Africa's Business Tonight with Bronwyn Nielsen & Lindsay Williams, The Money Show with Bruce Whitfield on Talk Radio 702 and 567 Cape Talk, and with Eusebius McKaiser on PowerFm amongst others.

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