

## **World Sustainability Congress recognizes Property Guru.**

*12 December 2016,*

The World Sustainability Congress (WSC) proudly announced the Real Estate Super Achievers Award which was awarded to well-known South African property guru, Yusuf Essa, CEO of Choprop Holdings SA. The African Leadership Awards hosted by WSC on the 7<sup>th</sup> December 2016 at the Le Meridian Hotel in Mauritius. The theme of the congress was "NEXT NOW".

The awards programme was intensely researched by a cell which comprised of post graduates in history and management with over seven years of research experience, post their studies. It was an iconic job of the research cell to produce a shortlist of individuals who are doing extra ordinary work and who have a track record for their outstanding achievements. The shortlist was reviewed by a senior jury comprising of senior professionals from across the globe. The criteria and competency benchmarked were:

- Strategic Perspective
- Property Revenue Profitability
- Track record
- Customer satisfaction
- Transformation Management
- Sustainability Characteristics
- Employee Satisfaction
- Integrity and Ethics

The entire program is chaired by **Dr. R L Bhatia, Founder, World CSR Day and World CSR Congress.** The jury which consists of senior Leaders, researchers and academicians includes some prominent names as below:

**Dr. Arun Arora**, Ex-President and CEO, the Economic Times; Chairman, Advanced Pre-schools Pvt. LTD. & Emeritus Chairman, World HRD Congress

**Dr. Hareth Mehta**, Chairman & MD- Onward Technologies Ltd. Emeritus Chairman-World HRD Congress & Founder Member- NASSCOM

**Jonathan Peters**, Global Chairman, Stars of the Industry Group.

**Professor Indira Parikh**, President, Foundation for Liberal and Management Education India's Iconic HR Leader

**Dr. L Bhatia, Founder**, World CSR Day and World CSR Congress.

**Nina E. Woodard**, President & Chief "N" Sights Officer, Nina E. Woodard & Associates, a division of NDPendence, Inc.

## **About Yusuf Essa**

Yusuf Essa, popularly known as 'Choppee', is an author, entrepreneur, philanthropist, family man, CEO and founder of CHOPROP – an International Multi-Award Winning Real Estate Brand.

Essa started his business career from humble beginnings as a hotdog vendor in his teenage years, in his hometown of Laudium, Centurion, South Africa. With years of experience as an entrepreneurial leader he has been the driving force behind many successful leading business brands, for which he has received numerous accolades. He is also widely respected in his community as well as in the real estate industry locally and internationally as an advisor to some of the most affluent real estate investors.

For further information, please visit [www.choprop.com](http://www.choprop.com) or email [info@choprop.co.za](mailto:info@choprop.co.za).