

# Company Profile

Submitted by

ROGER SEDRES  
Photography



## **Purpose Statement**

To portray South Africa and her people through images that are powerful, emotive and inspirational.

## **Who are we?**

Roger Sedres has 20 years experience as a photographer with vast media and illustration experience at various Western Cape and South African newspapers.

In April 2005 Roger embarked on a life-long dream and launched his own photographic business – Roger Sedres Photography CC.

Roger took his dream to new heights in the second half of 2007 and launched his South his own photographic agency IMAGE SA. IMAGE SA boasts over 3 000 proudly South African images in its archive and promises to add immense value to many South African design houses and publications.

## **On a professional level**

Roger is passionate about photography and believes that images convey a powerful, emotive, and inspirational message. He believes that photography is about interaction, understanding and knowledge of the subject. He says his approach has always been to create images that inspire and evoke emotion.

In addition he prides himself on being a highly motivated, goal-oriented and committed professional with the requisite business acumen to coordinate multifaceted activities and ensure that project deliverables are on strategy, on budget and on time.

Roger says he is a loyal, enthusiastic and hard worker. He values integrity, honesty and professionalism. Self-discipline is a key component in his approach to his professional and personal life. He also believes he is an organised, responsible and reliable individual.

In addition he prides himself on being trustworthy, diplomatic, efficient, and with excellent networking and people skills.

Roger Sedres Photography CC has been rated Level 3 with a 110% procurement recognition level by the BEE Verification Agency.



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## Our clients

- ❖ DraftFCB Redline South Africa
- ❖ Arabella South Africa Holdings
- ❖ The Hothouse Communications
- ❖ McCarthy Motor Group
- ❖ Meropa Communications
- ❖ The Phoenix Partnership
- ❖ Goodyear South Africa
- ❖ South African Red Cross Air Mercy Service
- ❖ The Sunshine Tour
- ❖ Cape Town Routes Unlimited
- ❖ University of Cape Town
- ❖ Ajax Cape Town Football Club
- ❖ Standard Bank of South Africa
- ❖ Community Chest of South Africa
- ❖ The Salamander Company
- ❖ Australian Football League South Africa
- ❖ The Franschoek Claimants Trust
- ❖ Lange Strategic Communications
- ❖ Lloyd Orr Communications Johannesburg
- ❖ Slingshot Media
- ❖ WWF
- ❖ Sportpics
- ❖ The Ford Foundation
- ❖ Black Knight International (Gary Player)
- ❖ Corporate Image
- ❖ MediClinic South Africa
- ❖ Redcube Agency
- ❖ Sasol
- ❖ Metropolitan Group
- ❖ Dlamini Weil Communications
- ❖ Hello World Agency
- ❖ ABSA Wealth
- ❖ Atmosphere Communications
- ❖ SAIL
- ❖ DraftFCB
- ❖ Old Mutual
- ❖ Tshikululu Social Investments

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## Contact details

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