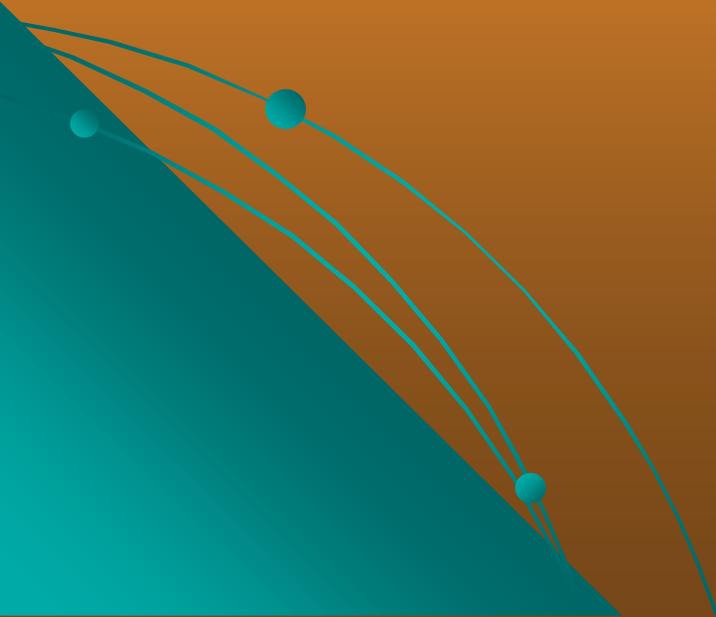
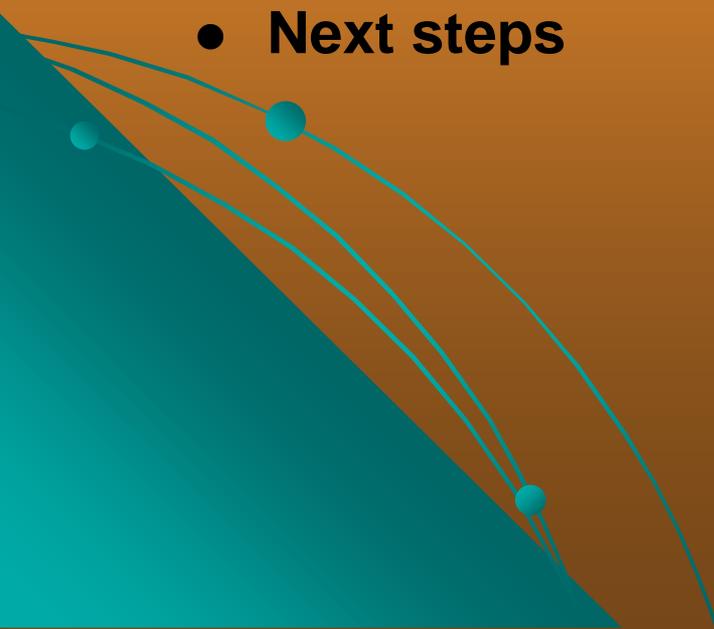


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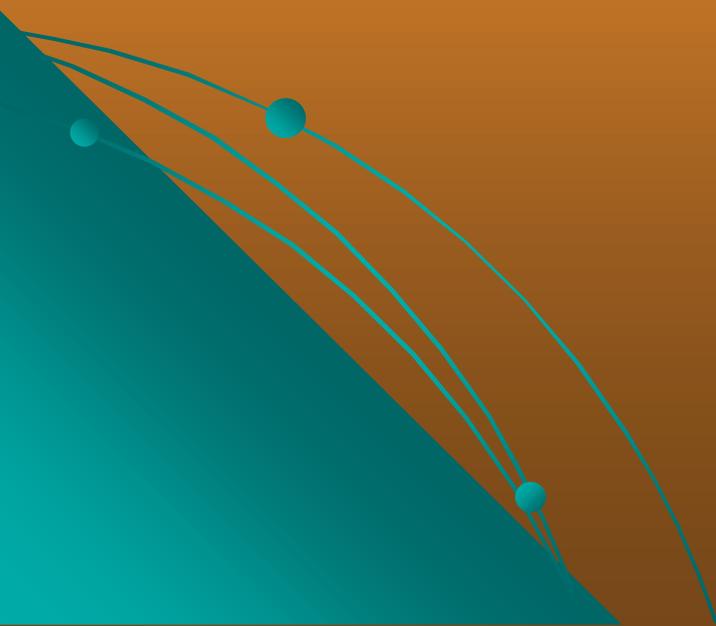


Presentation Content

- **Overview of the South African mining industry**
 - **What is the SA Capital Equipment Export Council/Cluster?**
 - **How does it fit within the South Africa Economy?**
 - **Best practices**
 - **Potential Areas for collaboration: cross border**
 - **Next steps**
- 

Overview of the South African mining industry

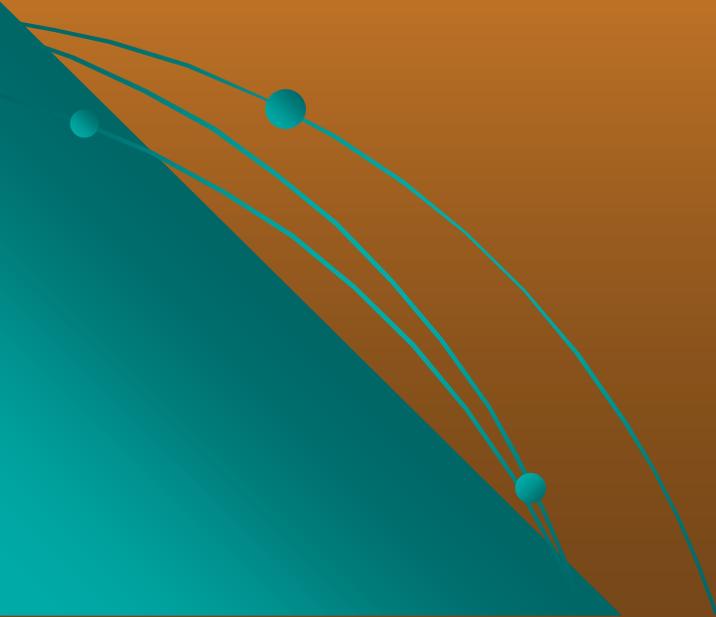
- 59 different minerals produced from 993 mines
- 49 gold
- 28 platinum
- 64 coal
- 145 diamond
- Mineral commodities exported to 82 countries



The SACEEC membership and mandate consists of the following customer groups and solutions:

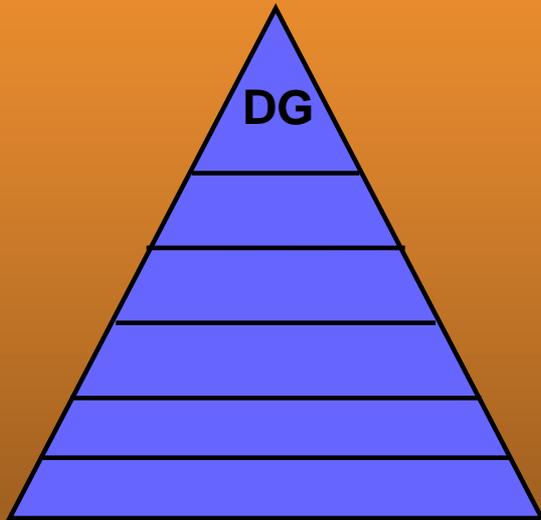
- **Customer groups:**
 - Mining
 - Agriculture
 - Building and Construction
 - Beneficiation/processing
 - Utilities
 - **Solutions:**
 - Materials Handling
 - Environmental
 - Beneficiation
 - Drilling, digging and cutting
 - Design and project management
 - Construction
 - Merchant Banking
- 

How does the SACEEC fit within the South African economy?



OLD PROCESS

Minister



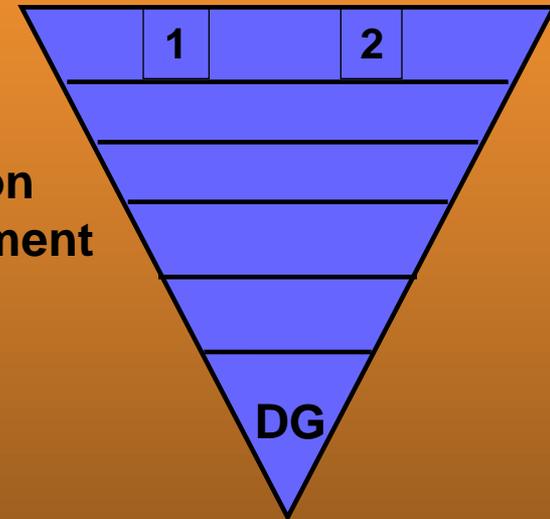
Industry Position through lobbying

NEW PROCESS

Industry Sector



Export Council



1. Export Promotion
2. Sector Development

Minister

Industry Position through pro-active actions in partnership with the government especially the Department of Trade and Industry

SACEEC – target (clustering) actions - a:

The SACEEC provides a facilitating role in developing the Capital Equipment sector through exports. It effects this through the following cluster based activities and shop-floor interaction:

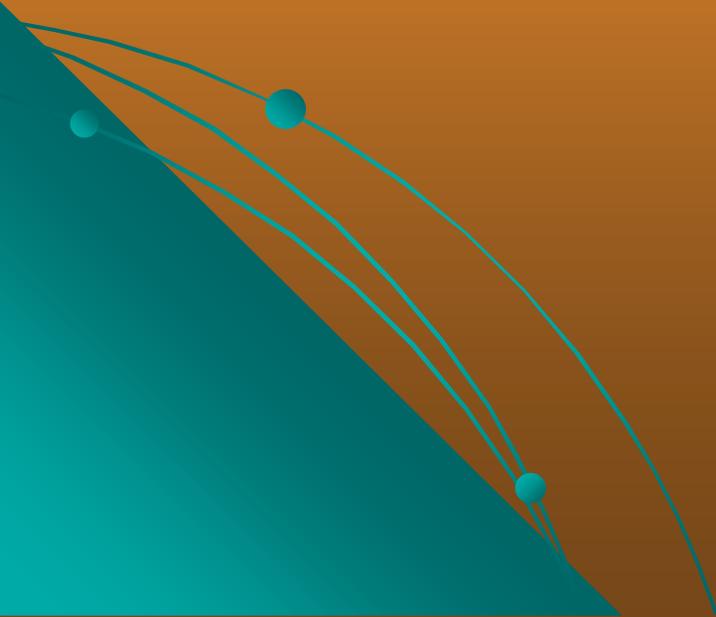
- **Providing a gatekeeping function and a networking facility**
- **Disseminating leads received through the foreign offices**
- **Initiating and developing product/sector promotion tools and assisting in the delivery of the dti's export assistance program**
- **Providing the vehicle for encouraging the sharing of export related facilities and manpower and capacity**
- **Involvement in researching new markets and disseminating leads**

SACEEC target actions - b:

- **Maximizing large and medium size international projects through providing the platform for “packaging”**
- **Working with Government on a day-to day basis to ensure that generic policies and priorities are aligned with the sector development strategy**
- **Providing access to the combined voice of the Capital Equipment Sector on issues relating to:**
 - **finance, banking and insurance**
 - **policies**
 - **bi-lateral negotiations and market access**
 - **new product and market development**
 - **industry and inter- sectoral promotion**

Providing a one-stop access to the South African supplier base

Mandated Best Practices used to develop Competitiveness



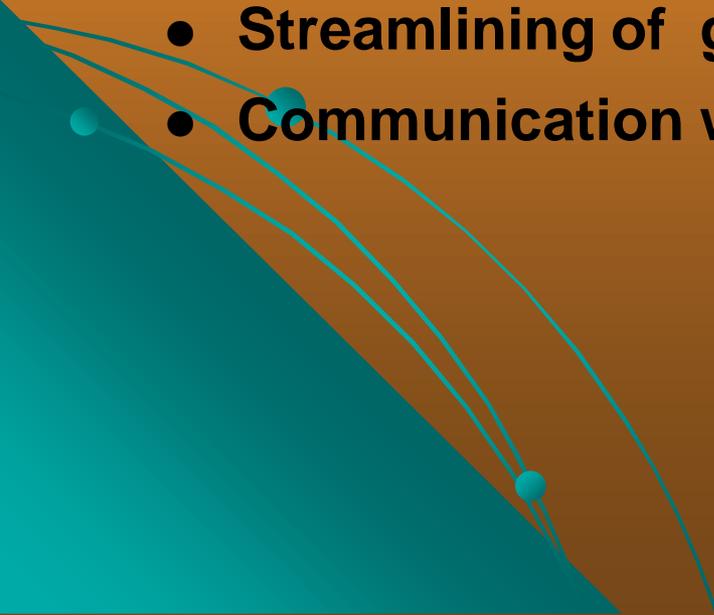
Improving competitiveness: A. Inter-firm:

- **Influencing input costs at the start of the value chain**
- **Working with government to maximise the sectors' innovation**
- **In conjunction with Government developing assistance programmes**
- **Facilitating the development of sufficient and appropriately skilled workforce**
- **Providing a platform for knowledge sharing and maximising outsourcing, suppliers and subcontractors**
- **Encouraging the sharing of distribution and marketing channels and alliances**
- **Clustering especially with regard to the localisation of State Owned Company and infrastructure redevelopment and expansion**

Improving competitiveness: B. Intra-firm:

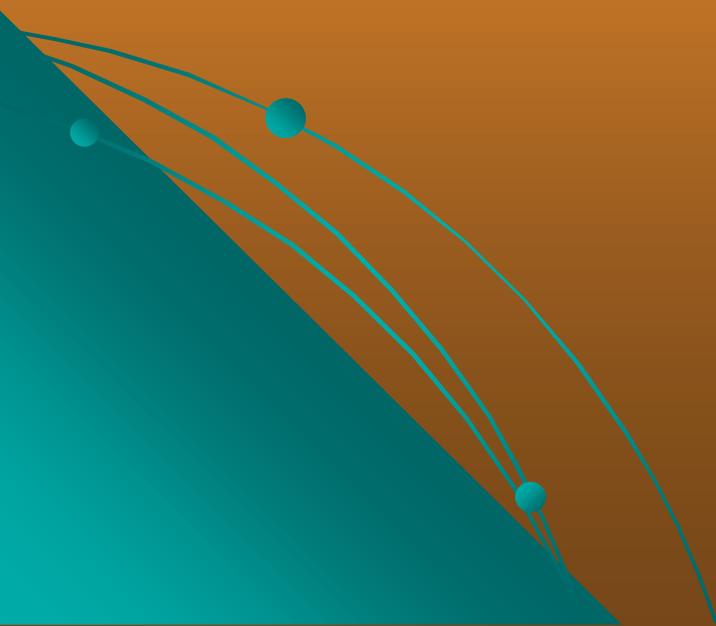
- Exposing members to off-shoring and outsourcing
 - Encouraging continuous training - workshop level and influencing artisan training curricula and industry interface
 - Ensure exposure to competitors
 - Investment in R & D, promotion and branding
 - Facilitating Joint Ventures in technology development, project development and execution and market access with regard to localization pre-qualification
- 

Potential areas for collaboration – cross border

- Cooperating in third country projects
 - Pooling export credit and other financial instruments to facilitate new project development
 - Off-shore manufacturing
 - Simplify or shorten time frame for market access
 - Technology development
 - Streamlining of global activities
 - Communication with globalised sector
- 

Next steps in conjunction with Brazilian companies and development agencies

- **Defining competitiveness and competition**
- **Identifying potential customers**
- **Identifying distribution channels**
- **Positioning products and brands**
- **Investigating opportunities to improve competitiveness**



Many thanks for your attention.

