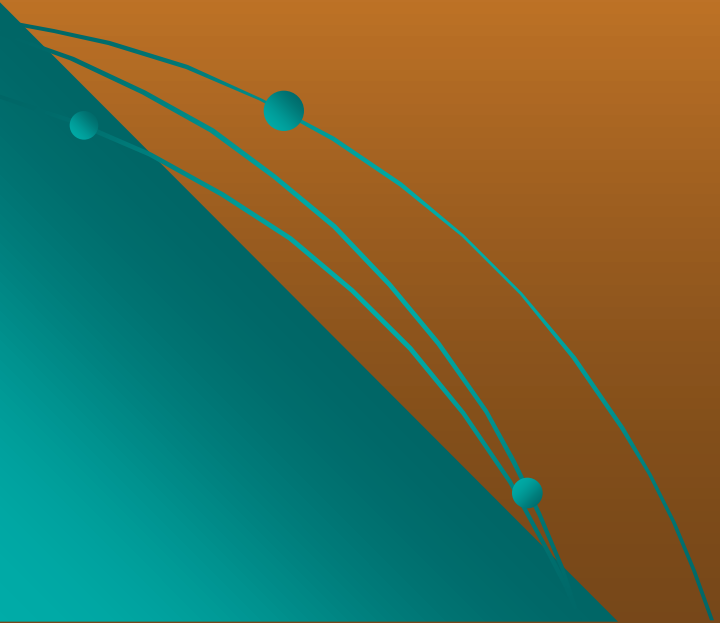
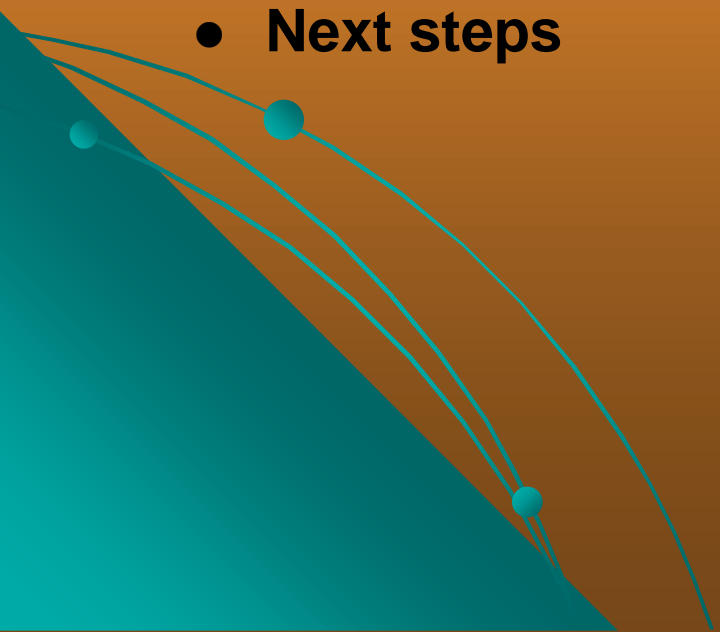


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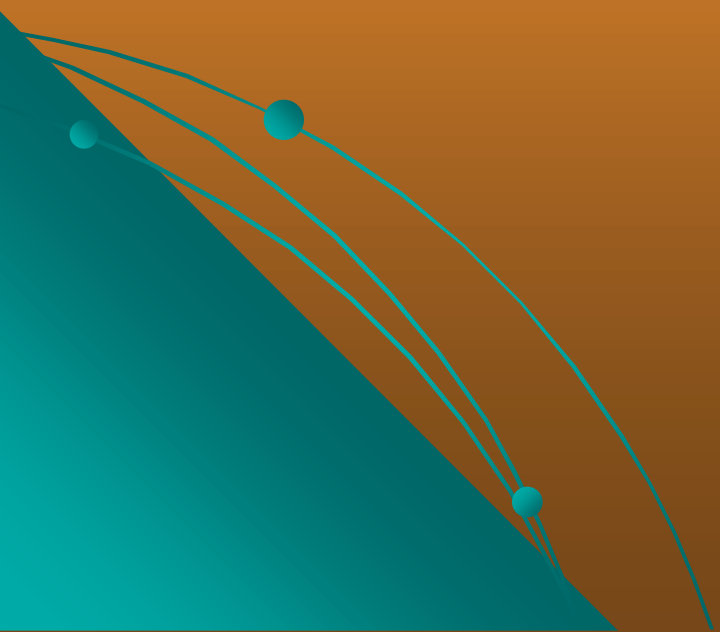
Presentation Content

- 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

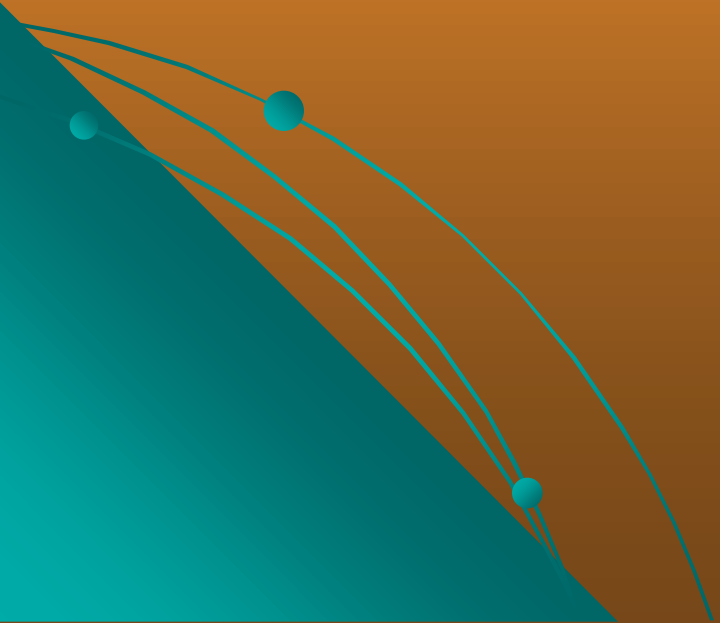
- 59 different minerals produced from 993 mines
- 49 gold
- 28 platinum
- 64 coal
- 145 diamond
- Mineral commodities exported to 82 countries



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

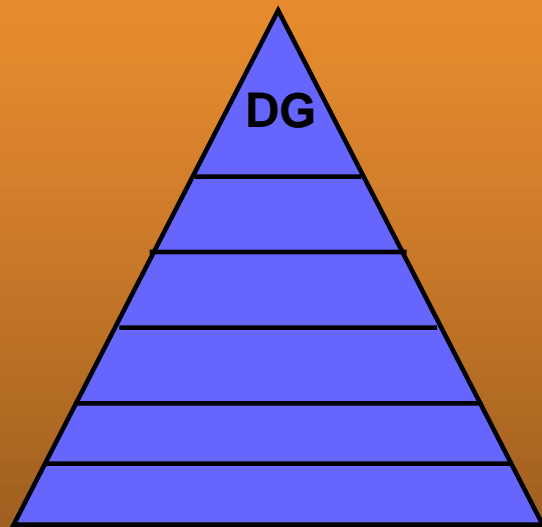
- **Customer groups:**
 - Mining
 - Agriculture
 - Building and Construction
 - Beneficiation/processing
 - Utilities
 - **Solutions:**
 - Materials Handling
 - Environmental
 - Beneficiation
 - Drilling, digging and cutting
 - Design and project management
 - Construction
 - Merchant Banking
- 

How does the SACEEC fit within the South African economy?



OLD PROCESS

Minister



↑ ↑ ↑ ↑ ↑
**Industry Position through
lobbying**

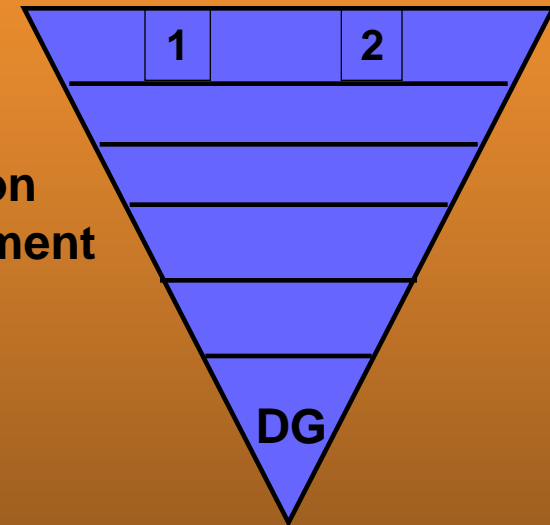
1. Export Promotion
2. Sector Development

NEW PROCESS

Industry Sector



Export Council



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:

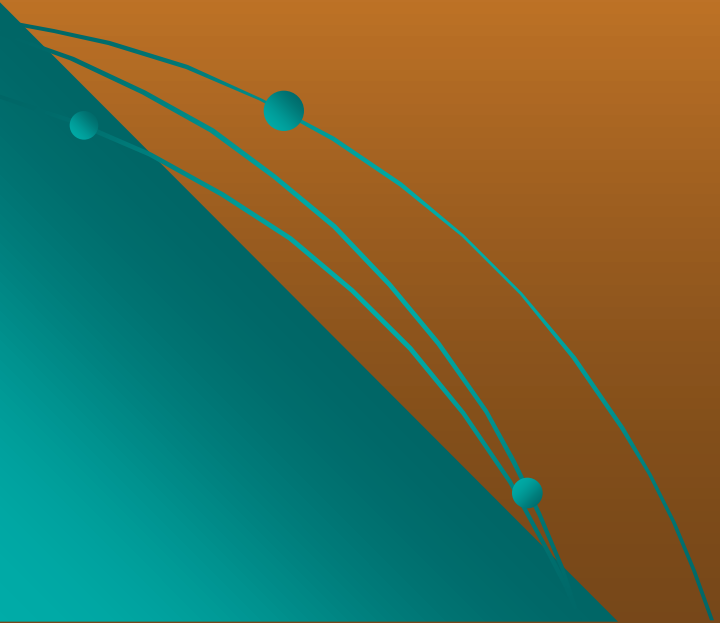
- **Providing a gatekeeping function and a networking facility**
- **Disseminating leads received through the foreign offices**
- **Initiating and developing product/sector promotion tools and assisting in the delivery of the dti's export assistance program**
- **Providing the vehicle for encouraging 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:

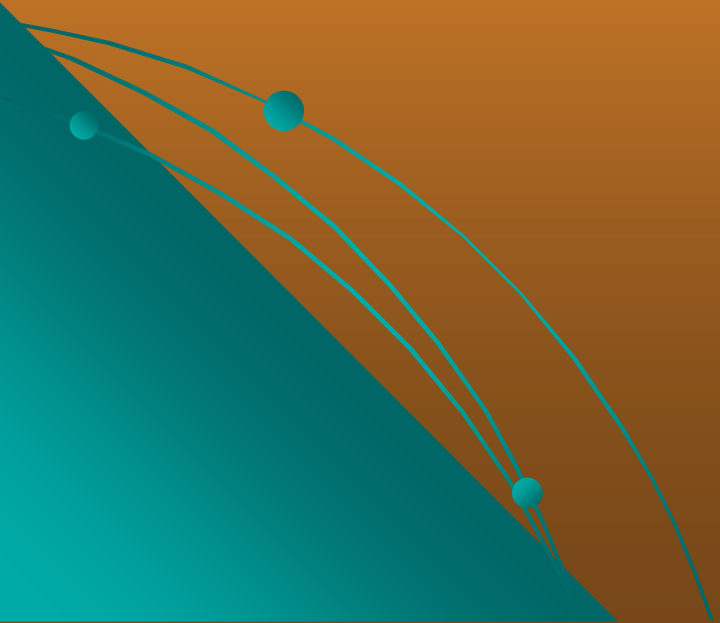
- **Exposing members to off-shoring and outsourcing**
 - **Encouraging continuous training - workshop level and influencing artisan training curricula and industry interface**
 - **Ensure exposure to competitors**
 - **Investment in R & D, promotion and branding**
 - **Facilitating Joint Ventures in 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.

