



# PPC aligns with Totally Concrete Expo to increase emerging market revenue in Africa

CEMENT and concrete companies are facing increasing competition in the South African market and are now targeting growth opportunities throughout sub-Saharan countries. Demand for cement and concrete on the

sub-continent is estimated to be around 40 million tonnes – and PPC has set its sights on capturing some of that market.

As Africa's cement industry leaders look to conquer the larger African marketplace, Totally Concrete Expo

provides a unique gateway into doing construction business across the continent's high growth and high risk markets. Incorporating both strategic and technical elements, Totally Concrete Expo has practical tools and techniques for all pro-

fessionals interested in the production or use of cement and concrete. Stakeholders from over 40 countries worldwide will have an opportunity to access cutting-edge technology as it arrives on African soil.

PPC – a supplier dis-

tributor of cement in South Africa, and the Platinum sponsor of the Totally Concrete Expo 2014 – has eight manufacturing plants in South Africa, Botswana, and Zimbabwe and is busy with the construction of cement plants in three other

African countries, Ethiopia, Rwanda and the Democratic Republic of the Congo, as part of its sub-Saharan African expansion strategy.

The cement company plans to earn 40% of its revenues outside of South Africa by 2017. PPC has also recently

announced that they will enter the Algerian cement market.

This is part of the group's strategy under the leadership of Mr Ketso Gordhan, CEO since January 2013.

"We had great success and feedback from last year's event. This platform allows delegates access the state-of-the-art technologies and highlights creative uses for cement and concrete," says Richard Tomes, Managing Director of PPC Cement South Africa.

Totally Concrete Expo not only provides a channel for construction business development by new entrants in the African marketplace, but also offers practical insight into managing daily operations in the

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African context. Highlights of the conference are: a presentation by Wouter Trollip, Project Manager from Consolidated General Minerals (CGM) in Mozambique on the requirements and obstacles to building a cement plant in Africa and Brett Botha, Lead Principal for Infrastructure at Nedbank Group South Africa who will educate participants on proven exit strategies for high growth and high risk markets.

Clem Sunter, Scenario Planner and renowned conversational model strategist, will deliver the keynote address. Daniel Silke, leading political analyst and futurist, will give a presentation that sets the stage for shaping the future of Africa and defining the role that the construction industry will play therein.

Totally Concrete Expo is endorsed by over 60 industry associations and is sponsored by PPC, Lafarge, AfriSam, CCS, PMSA, Reimer, WBHO and Nyeleti Consulting. Totally Concrete is the only all things cement, concrete and construction event in Africa that provides the entire industry with the tools and solutions to navigate Africa's high growth markets and ensure returns on investment on projects of all sizes.