



# Totally Concrete Expo delivers lucrative African construction business opportunities

THE Totally Concrete Expo hosts more than 4,000 participants this year from over 40 countries. Featuring the latest building and construction technology that has been introduced into the African marketplace, Totally Concrete attracts the continent's top engineers, architects, contractors, government

stakeholders, property-owners and developers who are leading the way forward for residential, commercial and industrial development. Totally Concrete's expanded content is in-line with industry trends such as innovative materials, best building practices, and the tools needed to complete projects

on budget and on time and increase profit margins even in high

programme content is punctuated by contributions from leading

owners to highlight upcoming opportunities for the use of cement

residential developments. International stakeholders such as David Lambertin, Director at the Centre Energie d'Atomique (CEA – French nuclear energy agency,) will be in attendance to discuss how geopolymer technology applies to nuclear plant construction and nuclear waste capture. Ric

Snowden, Director of Special Projects from Arup South Africa, will take part in the African Leader's roundtable hardball where strategies for collaborative development will be unpacked and defined. Bruno Marrai, Design and Engineering Manager at Eskom South Africa and Rockson Dogbegah, Vice President for Africa from the Chartered Institute of Building (CIOB), Ghana, will focus on the need for concrete in specialised and large-scale projects.

Totally Concrete combines technical acumen with strategic insight by featuring an all-star line-up of 150 internationally renowned speakers. Celebrated visionaries such as Brett Botha of Nedbank, Lullu Krugel of KPMG and Chris Hart of Investment Solutions provide a crystal clear picture of where the industry is headed, recognising that next generation tools and technology are required to enhance the local and regional built environment. In addition, Clem Sunter, Chair of the Anglo American Chairman's Fund and renowned conversational model strategist, will deliver the keynote address and 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.

Not only does Totally Concrete provide an opportunity to access cutting edge technology as it arrives for the first time on African soil, but also provides an essential gateway for South African professionals looking to access the larger African construction industry. Industry growth estimates have sky-rocketed and now more than ever South African construction industry stakeholders are looking across borders to guarantee higher yield on projects. "Totally Concrete is very informative and very important at this critical time when Africa is trying to improve infrastructure necessary for development," says Martin S. Owuor, First Secretary of the High Commission of Kenya of the event. Totally Concrete is endorsed by over 60 media and partner associations and sponsored by PPC, Lafarge, AfriSam, CCS, PMSA, Nyeleti Consulting, and Reimer.

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risk markets.

industry regulators and

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The cutting edge

government project