

## "2016 a year of focus and consolidation"

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### On 2015

The start to 2015 was fantastic; our order book was full and client sentiment was positive. The general feeling in industry was also positive. By April things had changed significantly across most industrial sectors: discussions with leading earthmoving equipment manufacturers and other sectors revealed sales drops of 50%, rising to 90% in some cases.

However, in the precast sector we were fortunate to not have such large declines. Clients who have always done well were still investing, although looking for new technology and added features especially for lowering labour costs. By August the negative trends had reduced somewhat and the year ended with a more positive outlook.

### 2016 – outlook

2016 will no doubt be a challenging year. Companies will need liquidity to deal with any continued downturn in 2016, as well as find more efficient ways of doing business, from marketing to production methods. For PMSA 2016 will be a year of focus and consolidation.

On sustainability: more effective curing of concrete products means lowering a company's CO<sub>2</sub> footprint through optimised use of cement. Customers using full



curing solutions have reduced cement usage by up to 30% resulting in significant savings for the operation.

On operations in Africa: Nigeria, Ethiopia and certain other economies show great promise for growth, however foreign currency remains an issue in these countries so they struggle to import needed goods for the construction sector. To combat this companies need to broaden their marketing and sales focus and ensure they capture some of the Africa expansion and infrastructure projects as Africa moves towards becoming a more industrialised continent. 2016 will be tough, but companies looking beyond the challenges, putting the customer first, offering solutions will be successful.