

## Housing mega projects a bonanza for concrete products sector

The government's recent announcement of 101 catalytic projects under its Breaking New Ground housing policy is good news for the concrete products sector, says PMSA.



Government housing projects are a boon for the concrete products sector, says PMSA.

Leading manufacturer of brick, block and paving machines, Pan Mixers South Africa (PMSA), recently celebrated its 40<sup>th</sup> anniversary at Totally Concrete 2016. It also unveiled a range of new products and technology at the expo, says Walter Ebeling, Managing Director of PMSA.

Ebeling notes that a large number of PMSA's customers are focused on the housing market, with the company effectively playing a substantial role in the country's overall development. PMSA customers produce more than two million bricks a day in the Johannesburg area alone, he says.

In her Budget Vote on 3 May 2016, Human Settlements Minister Lindiwe Sisulu remarked that, of the 101 mega projects announced, 94 were ready for implementation. The projects span across all nine provinces, with a combined value of more than R300-billion. They are expected to generate 20,000 additional jobs in the construction industry and ancillary sectors.

Commenting on Minister Sisulu's announcement, Ebeling remarks that it is a tonic for the South African economy. "I think the market is difficult at the moment. There is a lot of anxiety about the economy going forward, but substantive government announcements such as this will go a long way to allay such concerns."

Ebeling points out: "Housing has become a good portion of many of our customers' businesses. Rural development has been happening, and it will continue. As the housing market develops, our customers will need to be more competitive, which will drive them towards better manufacturing processes and larger machines in pursuit of reduced costs, so that they can remain competitive in a tighter market."

"We have been building on our technology, leadership, expertise and experience in the concrete products sector for the past 40 years and have an array of options to suit all client needs – without compromising on end-product quality," Ebeling concludes.