

concrete and cement

AFRICAN attraction

With an estimated 90% of global cement consumption due to take place in the developing world by 2025, Pan Mixers South Africa (PMSA) is in a strong position to obtain significant growth from that trend as the leading supplier of brick, block and paving-making machinery in Africa, and offering a wide range of associated concrete equipment, solutions and technology to the rapidly developing African market.

Johannesburg-based PMSA has set a long-term goal of becoming recognised as the preferred supplier of concrete equipment and technology to all international developing markets, and the company aims to achieve this by focusing on its short-term goal of expanding its footprint across Africa.

PMSA sales and marketing manager, Quintin Booysen, highlights the fact that a substantial amount of cement plants are being established throughout Africa and other developing regions worldwide.

"International cement usage in the developing world is currently estimated at around 70%; however, that number is set to rise dramatically in the coming years, as a large amount of infrastructural investment pours into emerging economies," he explains.

Booyesen believes that PMSA's success to date lies in the fact that the company has remained committed to the highest international standards of engineering, service and providing the latest technology to clients for more than 35 years.

He is confident that PMSA will continue to play an increasingly important role in that value chain by supplying a comprehensive range of concrete equipment, technology and solutions to meet client specifications.

"PMSA has a vision to grow into the leading emerging-market supplier of concrete equipment-providing solutions and technology. The experience gained by PMSA over the decades has established the company as an expert in supplying machinery that is specifically designed for the harsh African climate, thereby placing the company in a highly competitive position for the future."

With capital formation serving as the backbone to the strategic development of any country, Booysen points out-

With capital formation serving as the backbone to the strategic development of any country, new technology and more efficient machinery will be at the heart of economic growth in the developing world.

that new technology and more efficient machinery will be at the heart of economic growth in the developing world.

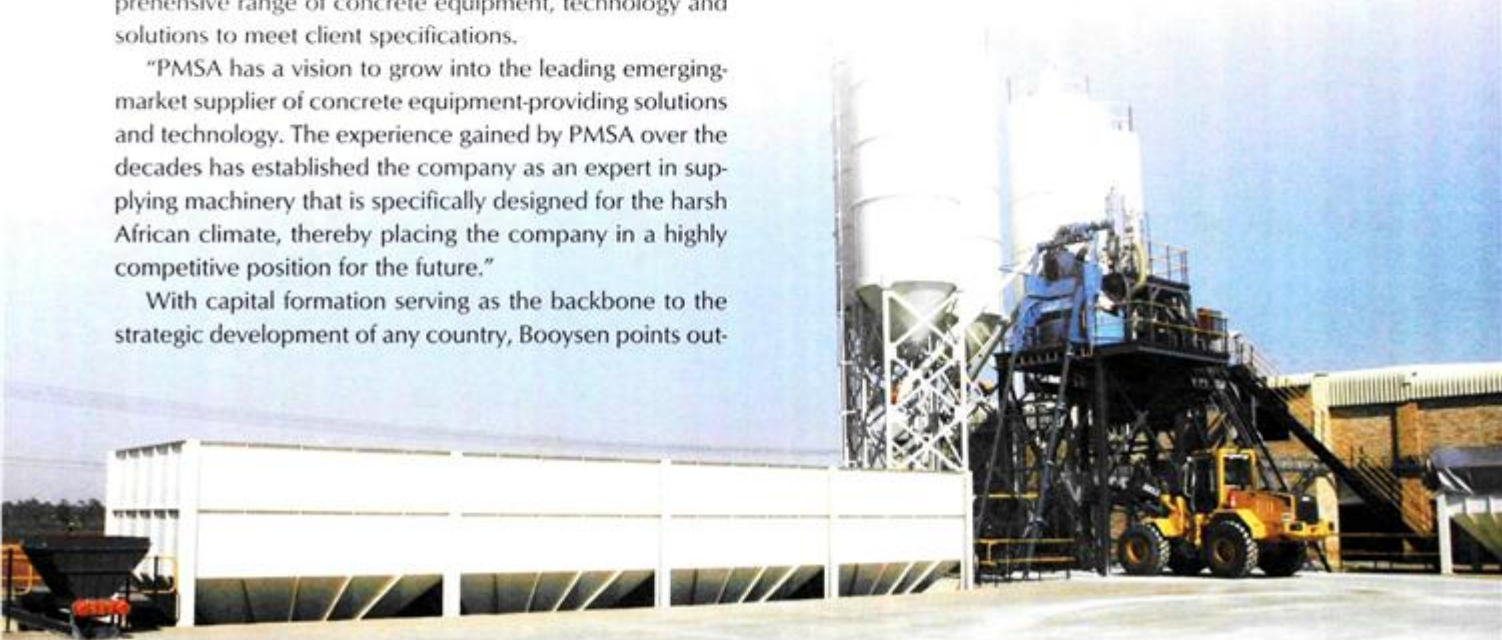
"Concrete equipment forms an essential part of capital formation, as it lays down the foundations for infrastructure, and PMSA supplies a comprehensive range of machinery to meet the demands of manufacturing applications, which include; kerbing and paving for roads, concrete pipes for water reticulation and sewage, and concrete bricks and blocks for housing, as well as a range of associated concrete equipment."

Booyesen warns that Africa should not allow itself to be a dumping ground for poor quality, low efficiency and obsolete technology. "Cheaper and lower-quality machinery ultimately proves to be more expensive for the user in the long run, as they are faced with additional challenges and costs related

to machine breakdowns and lower outputs.

"It is, therefore, essential that concrete manufacturers and producers of concrete products undertake the necessary research before purchasing equipment, in order to ensure that the costs associated to the equipment do not jeopardise the long-term sustainability of their projects or business."

Looking to the future, Booysen points out that Africa has the potential to achieve substantial economic growth though industrialisation and advancements in agriculture, and he is confident that PMSA can remain at the forefront of that growth. ■



Concrete batch plant for brick and block making.