

Industry-specific training and workshops add value to market

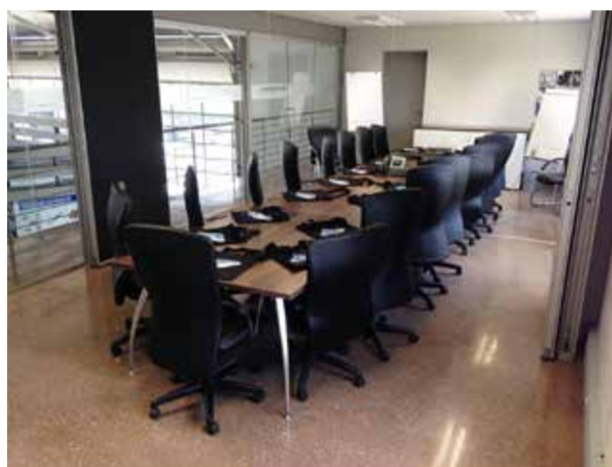
PMSA marketing and sales manager Quintin Booysen reveals that the workshops and training sessions will include input from concrete experts and industry leaders from Europe and South Africa. "The decision to host regular open training and workshop sessions is of particular importance to PMSA, especially as our product and service offering to the construction, mining and precast concrete sector continues to expand at a consistent rate across South and Southern Africa." Booysen notes that PMSA will be conducting monthly seminars, to which it will invite up to 17 industry professionals per session. "These seminars will be between half and one-day events where outside companies can come and learn more about what PMSA has to offer, and the latest developments in the concrete equipment sector."

The seminars will be presented by a variety of PMSA's European suppliers, with a different theme and presenter each month. Booysen explains: "The seminars will showcase the products and services we have to offer, as well as explaining developments in the technology. We want to drive the technology and the solutions that we provide through these workshops offered to the industry."

In addition to the seminars, PMSA will also be conducting in-house training sessions for its staff to ensure that they are up-to-date and skilled with the various technology updates from industry and the range of suppliers to PMSA.



PMSA marketing and sales manager Quintin Booysen.



The training room ready for the courses offered by PMSA at Jet Park.

Seminars planned for 2014 include:

- An HTC seminar on the preparation, polishing and maintenance of polished concrete floors
- Wil El Mil wet pressing technology for street kerbs and concrete products
- BFS seminar will focus on concrete pipe making systems
- RAMPF will look at mould technology for brick and block machines
- An IMER seminar focusing on batching and mixing plants and transit mixers
- A Finke workshop examining oxide dosing and metering systems
- FIORI will examine self-loading concrete mixers and certified concrete
- Pavatile's workshop will feature moulds for simulated stone
- A building and civil industry concrete pumps workshop conducted by Turbosol and Sermac
- Automation and product handling of brick and block making machinery, hosted by PMSA

All training will be conducted at the PMSA facility in the showroom boardroom section. Each seminar will cater for a maximum of 17 people. Booysen highlights that in 2015, the company will expand this into a full-time training centre established alongside the showroom.

All seminars will be advertised to industry and outlined on the PMSA website, www.pmsa.com. Interested parties can contact vannesa@panmixers.co.za for more information or to be invited to attend the seminars.

Booyesen comments that in the future, PMSA is planning to host more in-depth, two-day courses for owners of equipment as well as prospective clients.

"These seminars keep us active in the South African market, and give us a competitive advantage. We are supplying valuable technology training and the latest information to the market," he concludes. ■

More information from Quintin Booysen

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