

MEDIA RELEASE

Stainless steel goes mobile to stimulate new opportunities

“The current economic slump has impacted heavily on the stainless steel industry, although we still have a number of key infrastructural projects in the pipeline, we need to work on stimulating further opportunity for the sector,” says Tim Raaff, the managing director of Southern Africa Stainless Steel Development Association (Sassda).

The organisation will be embarking on a nationwide road show with a mobile exhibition unit. The exhibition unit is a self sufficient, air-conditioned vehicle with its own fitted kitchen and power supply. The interior is made up of a host of domestic and industrial stainless steel products that include flooring, balustrades and appliances.

Posters showcasing the different aspects of stainless steel applications are displayed on the walls. The mobile unit will also showcase a full resource centre. Marquees will also be used as exhibition space for sponsors.

The mobile exhibition unit will take stainless steel directly to all potential end-users in an effort to market, develop and grow the stainless steel industry. As a sustainable material with excellent life-cycle costing models, stainless steel is used in a number of green building projects.

The unit will also go a long way in creating awareness of the numerous skills and development initiatives Sassda has in place. Among them are the Memorandum of Understanding with the Food and Beverage Seta, as well the pending alliance with the Umsombovi Youth Fund and the artisan skills project with the Oil Gas Chemical Manufacturers Learnership.

The mobile exhibition unit will visit Gauteng; Kwazulu Natal; Western, Eastern and Northern Cape; Limpopo; Mpumalanga; Free State and the North West Province during the tour. Sassda is encouraging its member base of nearly 600 companies to get involved in the road show which will run from 2 March – 6 November 2009.

As the major part of the Stainless Steel Weeks initiative, visitors to the unit will be able to enjoy a 'touch and feel' experience of stainless steel as well as attend training courses, promotions and information sessions. Along with showcasing all that the stainless steel industry has to offer, the unit will provide a platform for credible buyers and sellers to interact with each other.

Raaff adds: "It is our intention that this unit will travel the country for the next five years. It will also serve as a mobile training centre. As such we will take this unit to the rural areas and offer training and education courses on the benefits of stainless steel.

If the need arises we have the flexibility to ship the unit to other markets around the world. Our intention next year is to tour the South African Development Community (SADC) states as well as further our footprint in South Africa."

For more information on the unit, or to attend the open days, please contact Sassda on 0861 SASSDA (727732), email info@sassda.co.za or log on to www.sassda.co.za <<http://www.sassda.co.za>> .

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