

Press Release

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Industrial equipment giant Goscorm signs key distribution deal with Chinese multi-national Sany

State-of-the-art industrial equipment specialist, the Goscorm Group, has signed a key distribution deal to become the official dealer of Chinese multi-national Sany's earthmoving equipment in South Africa.

In accordance with the agreement signed on 17th May 2016, Goscorm Group will newly set up an entity within the Group as Goscorm Earthmoving Equipment, to represent Sany Earthmoving Equipment.

"Upon assessment of the Sany product range we recognised a number of key attractions," says Neil Wilson, CEO of the Goscorm Group. "Sany's standard gauge earthmoving are of a high OEM spec and are built tough to operate anywhere – mining, construction or civils, coping with stringent local conditions."

Wilson also affirms that alongside the impressive competitiveness of the Sany machines in terms of price and running costs, the large-sized equipment present a perfectly balance to the Group's machine offering.

Sany Southern Africa (Pty) Ltd, Managing Director, David Xiao, emphasises the close ties the company has in South Africa noting a ten-year long presence in the country. "The approximately 1 000 machines sold into the local market is evidence of our commitment to this country and that not only are we weathering the ongoing economic doldrums, we are prospering."

"We are the largest equipment manufacturer in China and fifth biggest in the world, and it is our goal to take the number one position globally. "Offering large savings and return on capital investment, our equipment provides great value for customers and we are confident that we can mirror our success in China, the US, Europe, India in South Africa. But in order to fast track our strategy, we needed a strong, like-minded partner to take us forward. With industrial equipment as their core business, Goscorm stood head and shoulders above their closets rivals. In addition to the necessary experience, market knowledge and know-how, Goscorm boasts a reputation for supplying world-class brands supported by service excellence."

Sany brings to this industrial table large high quality, robust value-for-money machines and technical strength. Xiao adds that easy finance of their capital equipment is offered through Sany Capital Southern Africa (Pty) Ltd.

Xiao gives the assurance of Sany's commitment to supporting Goscorm as their principle dealer. "We have readily available stock of machines and parts to a total value of over R200-million backed by a team of highly trained Sany technicians."

Expounding on the dynamics of the deal Goscor Group, CEO Neil Wilson says that this partnership will form a cornerstone in the provision of quality, robust and reliable yellow plant equipment to the South Africa market. “We have supported the principle of supplying equipment of uncompromising quality to our customers. We know that Sany has been in the market for 10 years and with our backing and our expertise, our customers will benefit from an expanded product offering, parts holding as well as increased value and support.”

“The fact that this deal follows not long after the Executive Management buyout of Goscor shares from JSE listed Imperial Holdings bears testament to the ongoing growth and success of the industrial equipment powerhouse that the Goscor Group is today,” concludes Wilson.

Operating from offices in Alrode, Alberton, south of Johannesburg, Sany will tie into Goscor’s expansive regional footprint and have access to its infrastructure and strategic network, giving customers immediate access to the Sany yellow equipment range. /Ends

About Goscor

The Goscor Group of Companies have been supplying the South African market with state-of-the-art industrial equipment and solutions since 1984. Established by George Owen Siddle, the Group now consists of 10 impressive companies, each supplying the market with unique products and services from top brand names around the world.

About Sany Group and Sany Southern Africa

Sany Group Co., Ltd. was founded in 1989. The goals of Sany Group have always been “building a first-class enterprise, fostering first-class talent and making a first-class contribution to humanity”. Since the establishment of the company, Sany Group has created the leading brand “Sany” Currently Sany is one of the largest equipment manufacturers in the world. Sany Southern Africa (Pty) Ltd., as the regional Head office for Central and Southern Africa Region, was established in 2006, with headquarters located in Johannesburg, South Africa. SANY rose and prospered after 10 years of development. The current annual sales revenue is nearly 50 million USD, and the total sales revenue has accumulated over 200 million USD since 2006. Now there are about 40 Chinese staff with more than 1000 units’ SANY equipment working in South Africa.

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