

SEW-EURODRIVE confirms its presence at bauma CONEXPO Africa 2018

23 November 2017: SEW-EURODRIVE South Africa has confirmed its presence at bauma CONEXPO Africa 2018 from 13 to 16 March 2018 at the Johannesburg Expo Centre in Hall 5, Stand D30.

Attending this premier exhibition for the mining and construction industry in Africa is part and parcel of the company's strategy to maximise its brand awareness. "However, we continue to be selective. We target exhibitions that give us the greatest exposure. We feel that this event will allow us to showcase our products, as well as our competence," SEW-EURODRIVE South Africa National Sales Manager **Norman Maleka** comments.

"Our expectations are generally addressed by customer feedback, which gives us a good idea of how our customers are experiencing the market. Any potential projects, as well as future investments, require information and planning. The networking that such exhibitions afford us enables us to plan and prepare for future projects," Maleka elaborates.

Commenting on the current state of the mining industry, Maleka notes that while the market in general has not been favourable, SEW-EURODRIVE has forged ahead with major investment in both stock and personnel, as well as streamlining its service offering, especially in terms of technical and aftermarket support.

"Despite the negative outlook, we continue to increase our sales of industrial gears, as well as pushing our IEC motor range. This has been our main strategy, and we have carried it through with positive results. We have a comprehensive and diverse product portfolio that enables us to tap into different markets, ranging from mechatronics to servo technology and controls," Maleka highlights.

A major trend for the mining industry in 2018 will be the advent of mechatronic drives. This essentially combines all elements of a powerpack into a complete drive solution, with the particular arrangement of motors, gearbox and intelligence ensuring optimal efficiency. "This is still in trial phase, with test

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units deployed in various locations at present. We continue to challenge and change traditional mindsets with such innovative solutions," Maleka concludes.

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