

## **The South African Wire Association looks to international markets**

South Africa is recognised as a reputable trading partner not only in the sub-Saharan region but globally. South Africa has a competitive, challenging terrain which ensures that quality products are the ones which succeed. This includes the successful export of wire rod and all the value added downstream products within the industry.

These value added products include wires of different grades and qualities; wire rope; and strand along with formed wire items like welded link chain, springs, nails and welding electrodes explains Keith Campbell, director: South African Wire Association (SAWA). "All these products are exported globally, and have been for many years now. South Africa has a reputation as a supplier of innovative, quality goods at competitive prices."

Created in 2002, SAWA is specifically tasked to assist members to participate in global markets by creating an awareness of the importance and benefits of this export economic sector for our industry. The South African Department of Trade and Industry (dti) is an active partner to SAWA and together will be hosting a national pavilion at the Wire & Tube Exhibition in Dusseldorf, Germany in April.

"Our membership base includes large, medium and small manufacturers who are able to accommodate specific client requirements crafted from South African materials," says Campbell. All SAWA members are reliable, competent companies who adhere to the Associations Code of Conduct for international trade.

Visitors to the National Pavilion at the Dusseldorf Exhibition Centre will easily be able to find a South African business to partner with. It's the perfect opportunity for us to display what we are capable of producing for discerning clients. We see this exhibition as a significant opportunity to add value to the industry as a whole, concludes Campbell. SAWA will be in Hall 14 Stand number 14 G 46 at the Wire & Tube Exhibition, for more information go to [www.sawa.co.za](http://www.sawa.co.za).