

Press photo caption

‘Speaking for steel’ - record-breaking sponsorship for SAISC 2019 Steel Awards despite tough market conditions

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The SAISC Steel Awards have come a long way since their humble beginnings 38 years ago when the occasion was marked with a cheese and wine event attended by a handful of people, in a room decorated with printed posters of the entries. This year, record sponsorship of the awards has grown by a remarkable 40%. In 2018, the Awards attracted ten sponsors while this year, 14 leading steel companies have put their weight behind this prestigious event.

Asked why he thought that the 2019 Steel Awards has attracted this increased level of sponsorship, CEO Paolo Trincherio explains that the Steel Awards has always been seen as the 'Oscars' of the steel industry. "Over the past three years, the SAISC team has been building the Steel Awards as its own brand, and taking a very strategic approach to increasing the reach and visibility of the event within the broader built environment," Trincherio explains. As such, the SAISC has adopted an integrated approach to marketing the event, sponsors and projects submitted – across traditional print, online and digital channels.

"I think that both sponsors and nominators have noticed, and appreciate, the value of this broad media and market exposure."

The main objectives of Steel Awards are to showcase excellence in the use of steel in construction. Sponsorship income enables the SAISC to deliver a world-class event potentially attended by more than 900 people in three locations concurrently. The sponsorship income also enables the SAISC to develop and deploy public relations (PR) and marketing material throughout the pre-and post-event period – showcasing the benefits and cases studies of the use of steel in construction in South Africa.

This year's entries closed on 29 March 2019 with a record-breaking 94 projects entered - as opposed to the 80 projects entered in 2018, and the 56 in 2017. The first judging sessions started on 30 April and site visits will be conducted throughout May and June.

"One of the encouraging signs in this year's awards entries – the tough economic challenges and constrained market conditions of these industry sectors notwithstanding - is the increase in large industrial, mining and manufacturing entries, as well as international projects by

South African contractors using South African Steel," he says. Also notable is an increase in the number of projects submitted by architects.

"The increased sponsorship this year, as well as the greater number of entries, is an indication that the SA steel construction community is extremely dedicated and tenacious, committed to 'telling and selling' the positive story of steel, and able to deliver world-class projects," Trinchero concludes.

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(445 – words including headline)

Note to Editors

About the South African Institute of Steel Construction (SAISC)

Founded in 1956, the South African Institute of Steel Construction (SAISC) represents all facets of the steel construction industry as well as those with an interest in the use of steel in all sectors of business and society as a whole. The mission of the SAISC is also to promote the holistic vigour and prosperity of the people and companies in South Africa that provide steel-related products or services to the construction and related industries.

The SAISC has a number of member associations: namely, the Southern African Light Steel Frame Building Association (SASFA), the Powerline Association of South Africa (POLASA), The Steel Tube Export Association of South Africa (STEASA) the Association of Steel Tube and Pipe Manufacturers (ASTPM), and the Southern African Metal Cladding and Roofing Association (SAMCRA).

SAISC members include the steel mills, merchants and value-added processors and service centres, steelwork contractors, companies that provide services (such as fabrication, galvanising or painting); or products such as fasteners, paint and a variety of other products, client bodies, architects, specifiers, consulting engineers, project managers, quantity surveyors, engineering procurement and contract management contractors and assorted others.

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