

Foster praises Powerscreen's drive to conquer African markets

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Mobile crushing and screening machinery firm Powerscreen is exploring new markets in Sub Saharan Africa, while further cementing its position and growing sales in South Africa.

Speaking after meeting with Powerscreen at the international trade fair, Bauma Africa, Arlene Foster said: "Powerscreen already has a very strong presence as well as significant sales in South Africa and is planning to expand its business through a series of profile raising initiatives.

"In addition, the company has linked up with aDUOAfric, based at Dawena in Ghana, to develop sales in this and other developing markets in Sub Saharan Africa.

"These are important initiatives and put this substantial local company in a strong position to exploit the huge opportunities now developing across the continent, particularly in sectors such as infrastructure, construction, quarrying and mining."

Colin Clements, International Sales Director, said: "Our experience and research indicate that there's tremendous potential for our comprehensive range of equipment in the vast African marketplace.

"The significant agreement with DUOAfrica gives us a well-connected, experienced and respected partner in Ghana for Sub Saharan Africa and is a logical extension of our reach from South Africa, now an immensely important and rapidly growing marketplace for our range of machinery.

"We're confident that DUOAfrica will be an excellent distributor to deliver growth and support for our customers' requirements. The distributor is already selling and providing expert technical support for all our machinery." Arlene Foster has been leading an Invest NI trade mission in South Africa this week.

Speaking as the trade mission drew to a close, the Minister added: "I have been hugely impressed with the way in which local companies are embracing the opportunities that exist in new markets like South Africa and the wider Sub Sahara market.

"Northern Ireland companies have a track record of innovation, high-tech engineering expertise and business ingenuity and, in the face of global competition, are succeeding in selling into international markets.

"I am confident that this trade mission will lead to increased business co-operation between Northern Ireland and South Africa, which in turn will build and grow profitable, long term business relationships in the years that lie ahead."

Notes to editors:

Powerscreen was displaying new crushing machinery at Bauma Africa in conjunction with South African distributor ELB Equipment.

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