

# SASSDA ENCOURAGES FURTHER INROADS INTO AFRICA

The Southern Africa Stainless Steel Development Association (Sassda) recently hosted an Africa Rising Market Intelligence Briefing for its members.

Key insights and top tips on how to leverage the 'African opportunity' were put forward at the briefing, in the hopes of bypassing the lack of information and red tape that often thwarts many export and investment opportunities.

Market Intelligence Specialist, Lesley Squires says, "Our aim is to assist members in establishing and strengthening product value chains, as well as identifying infrastructure and industrial

projects on the continent and working closer with key economies."

To this end, countries of potential interest (with projects already in place in certain territories) include Cote d'Ivoire, Mozambique, Tanzania and Kenya.

Lesley comments, "Many of the projects are water and sanitation, food and beverage and abattoir related, which all utilise stainless steel. They provide enormous market opportunities, both for our members and for various export-oriented sectors of the South African economy."

*Sassda, [www.sassda.co.za](http://www.sassda.co.za)*

