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Department:
Trade and Industry
REPUBLIC OF SOUTH AFRICA

Request for National Pavilions motivation:

Please cover the below mentioned points in the motivation to consider a specific event as a National Pavilion:

Request from: **The South African Institute of Foundrymen (SAIF)**

1. Event Details:

1.1 Event Name;

GIFA 15th International Foundry Trade Fair with Technical Forum (GIFA/NEWCAST/METEC)

<https://www.gifa.com/>

1.2 Event Dates: **12 - 16 June 2023**

1.3 Country; **Dusseldorf, Germany**

1.4 Region / target markets / Trade Show / Selling Show / Conference; **Foundry Industry Trade Show**

1.5 Applicable Industry Sector;

GIFA is the most important trade fair for foundry technology in the world. It is applicable to Metals, Foundry and Engineering sectors, with a specific importance to the foundry sub sector, and aluminium and steel sectors.

1.6 The target market share; **Unknown**

1.7 Export Council / Industry Association Responsible;

**South African Institute of Foundrymen,
Aluminium Federation of South Africa
Copper Development Association Africa**

1.8 Number of Exhibitors at previous event; **980 – 46 countries**

1.9 Number of Visitors at previous event; **45 597 – 127 countries**



1.10 Focus of the Event (Trade Show/ Selling Show/ Conferences);

GIFA forms part of a concept called the “international trade fair quartet” GIFA, METEC, THERMPROCESS and NEWCAST. International buyers, users, experts and decision makers from the metallurgy, heat technology and foundry industries meet here at four events, at the same time and at the same place. In addition to the trade fair, seminars and technology forums as well as international congresses and lecture series are held by associations such as the World Foundry Organization. Business matchmaking is also provided, and focused on metals casting technologies, new innovations such as AI, and environmental / decarbonisation issues.

1.11 Frequency of the event (i.e. Annually / 2 Year Cycle):

Every 4 years (2015 and 2019 were the most recent events, a SA pavilion was held at the 2015 GIFA)

2. Motivation to consider the event as a National Pavilion:

2.1 Detailed motivation why this event should be considered as a National Pavilion;

Metals casting, represented in South Africa primarily by the foundry industry, is a vital foundation link in the manufacturing supply chain, and essential for localisation and local content. Almost everything we manufacture has a casting somewhere in the process. Yet the SA foundry sector has been struggling, due largely to cheap imports. If this sector fails, then all efforts for localisation in the automotive, rail, mining equipment and similar sectors is lost.

In addition, the export market is essential to keeping the sector viable, as the demand of local OEMs cannot provide the orders required for economies of scale.

The South African Institute of Foundryman (SAIF) as industry representative body started participating in the GIFA Exhibition in 1996, we participated as part of the South African Pavilion. At the time when South Africa came out of sanctions our industry members had zero exports and when trying to promote our businesses overseas, because we had no export track record we were not even considered as a viable representative for the South African market.

Participation in GIFA and other similar exhibitions have enabled SAIF to support and represent the South African Foundry sector to develop an export market and gain a presence that without the opportunity to participate on a National Pavilion such as the one at GIFA we doubt we would have achieved the success we now enjoy.

Today our represented members successfully export a variate of Foundry Components manufactured in South Africa to approximately 30 countries around the globe and earns in excess of R200 million per year from their exports.

Participation at GIFA Trade Fair provides a platform and opportunity to gain much needed exposure to new technology and forming international partnership to benefit the South African Foundry Sector

2.2 Reference should be made to the importance of the show/market;

Extremely important to securing international trade.



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- 2.3 Number of times previously participated in this event;
6
- 2.4 Number of South African Exhibitors at previous event;
GIFA 2011 – 16 -20 Exhibitors (Nation Pavilion)
GIFA 2015 – 20 – 25 Exhibitors (National Pavilion)
GIFA 2019 – No National Pavilion. Less than 10 Exhibitors representing South Africa
- 2.5 Estimated number of Trade Leads;
Although we do not have sufficient information to place a numeric value on the estimated number of leads, the potential is significant. It is clear from an exhibition of this nature that it is about promoting capacity and capability of participants in the industry, it is not an exhibition that give immediate orders but is a series of interactions with customers and prospective customers, who when considered as a marketing effort results in the eventual receipt of Manufacturing Enquiries which if the offer made is successful results in the securing of the work.
- 2.6 Estimated South African Export Sales (for 2016/17, 2017/18 and 2018/19 financial years);
2016/17 – Approximately R100 million for the entire sector
2017/18 – Approximately R60 million for the entire sector
2018/19 – Approximately R85 million for the entire sector
- 2.7 Overview of projects which resulted from participation in this event;
Our industry has grown over the years both in the domestic and export markets. Our members have reported major gain into the international market as a viable source of foundry components. A contributing factor to the growth in industry can be directed at the exposure received after attending the international fairs as representatives of South Africa. Unfortunately, South Africa did not feature as a National Pavilion at GIFA 2019 and both foundry practitioners & suppliers to the foundry sector did report a decline in international business. Individual enterprises did recognize the importance of such a global event and represented their own companies respectably, however the impact for the South African sector was disadvantaged. SAIF as a representative body to the South African Foundry sector recognise the importance of continuity of what had been achieved from the previous National Pavilions to the GIFA Trade Fair
- 2.8 Target of expected export sales at the event / 12 months after the event;



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SAIF expect that the impact of attendance and representation to the GIFA 2023 Trade Fair will provide opportunities for the South African foundry sector to expand to the international customer base by no less than R 50 million within 12 months after attending the GIFA Exhibition in 2023

**3. Suggestions of enhancing South Africa presence at the proposed National Pavilion
Details:**

3.1 Proposed number of Exhibitors?

35

3.2 Proposed Exhibition Space (in m²)?

16 m2 per exhibitor – 560 m2 in total for National Pavilion

3.3 Proposed Exhibitors (Type of Products/Services)?

Raw Materials, Casting Components, Equipment, Machinery, Technology, Consumables

3.4 Proposed Methods for Recruitment of Exhibitors?

Email, Telephonic Contact, Online Publications / Websites, Printed Publications, Face to Face Engagement

3.5 How many years will this event be proposed as a National Pavilion?

5 Consecutive Events at GIFA every 4 Years

3.6 Did you consult the applicable SA Industry to determine the preference of the show?

Yes

3.7 Does this event form part of the Export Council / Industry Association Business Plan for 2020/21?

Yes

3.8 Is this is a first National Pavilion at this event, what are the vision/milestones for participation in this event over the next 3 years?

No – 6 previous exhibitions attended as a national representative for the South African Metal Casting Sector.



Optimising the exposure for the South African Metal Casting Sector in the international market, sharing of new technology, engaging with various representative bodies for the advancement in Skills Development, Training & Education for the Foundry Industry. Maximizing on opportunities for effective job creation for the local manufacturing sector. Empowering the new generation of South African youths entering the job market to promote the foundry sector as a interest for career development.

3.9 Are there specific Trade – and Non-Trade Barriers in this market?

No