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**‘Meeting Place’ establishes new mining industry contacts while consolidating on existing relationships**

*16 October, 2014: SEW-EURODRIVE’s ‘Meeting Place’ theme at the 2014 Electra Mining event has proven to be an overwhelming success, with company representatives inviting existing and prospective clients to sit down with them to discuss their individual requirements.*

SEW-EURODRIVE General Manager for Communication, **Rene Rose** explains: “We invited guests to come and meet with us, to sit down and spend some time discussing their requirements so that we can assist them in solving these matters.”

Rose indicates that this strategy is a result of the company working ‘smarter’. “Our exhibition proved to be a positive networking experience, and we sourced good leads from the show.We really saw an influx of high quality visitors from all over the continent, and even internationally.”

According to Rose, the launch of Maxolution was particularly well received. “With the launch of Maxolution, we are able to assist customers with unique application requirements for movement.Maxolution is an innovative new solution based on recent global trends and developments in materials handling. It is a new innovative and energy efficient way of looking at materials handling.”

In addition to Maxolution, SEW-EURODRIVE also launched a new range of girth gears for driving large rotating systems, as well as MOVITRAC LTP-B and MOVI4R-U frequency inverters. Rose adds that she is confident that the new products launched, especially the girth gear and Maxolution, will have success in the market.

The girth gear from SEW-EURODRIVE drew particular attention from show visitors. Traditional girth gears are in two or four segments, but SEW’s girth gears come in smaller segments to ensure easier handling.

It is also more cost effective in the event of damage as a smaller section needs to be replaced as opposed to half or a quarter of the girth gear. The SEW-EURODRIVE girth gear is made up of identical segments of between one and two meters long. The company has already sold its first girth gear in South Africa and received enquiries from all over the continent for this new product.

Rose states that the major trend discovered at Electra Mining 2014 is that customers are looking to their service providers for value for money, more engagement in their business, problem solving and innovative solutions which will assist in growing their productivity and their business.

“The South African industry has been dealt a major blow with recent industrial action, however, local businesses are serious about establishing and maintaining a long-term recovery, and SEW-EURODRIVE is committed to adding substantial value to the process across the supply chain,” she continues.

With focus on the burgeoning African mining sector, SEW-EURODRIVE has established a task team which has split the continent into various regions to ensure that the company can offer better service.

SEW-EURODRIVE has a dedicated exports department to service these countries and numerous country trips have already been undertaken to visit customers in these regions. There is a high demand in Africa for quality products and quality service, and SEW-EURODRIVE is able to provide both.

Rose notes that the company has had great success in Malawi, Madagascar, Namibia, Mozambique and Angola recently. “My hope is that we will continue to grow and that we will make the most of the momentum that we gained at Electra Mining.”

“We are already working on a number of enquiries from the event.We had a great Electra Mining show. Thank you to all the people who visited us. Our stand was abuzz with activity and it is really the visitors who make this show such a success for us. We look forward to the next event in 2016,” she concludes.

***Ends***

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