



IZASA
INTERNATIONAL ZINC
ASSOCIATION OF
SOUTHERN AFRICA

Think Protection – Think Zinc

The International Zinc Association (IZA) has chosen Southern Africa as a key developmental area. The Southern Africa market is currently in transition with tremendous new opportunities for growth. As a result, a new regional Zinc association has been formed - International Zinc Association of Southern Africa (IZASA). The key objective of IZASA is to increase the local demand for zinc-related products by facilitating a greater awareness of value-in-use and by specifically facilitating task teams which will work on specific identified market development projects.

Since the IZA's inception in 1990, the global usage of zinc has risen 36%. This increase is due mainly to the extensive array of environmental, health, and other research programs that IZA has initiated. The research management organization (ILZRO) serves as the co-operative research arm of the worldwide zinc industry.

Zinc is a material that is necessary for modern society, being essential to human and animal health, as well as crop well-being. IZASA promotes zinc's contribution to society advocating its further application and use in a sustainable and environmentally responsible manner.

IZASA is able to leverage the success stories of IZA world-wide permitting more rapid zinc market development in the Southern Africa region than would otherwise be possible. A wealth of experience is now on tap locally to assist companies develop products containing zinc, fast track proven market development strategies and service society's needs. A world network enabling global competitiveness developed within a framework of local relevance. IZASA has the support and ear of government departments, a world network of experts and the local zinc.

Within this framework operates the South African Zinc Initiative. This is a multi-stakeholder initiative to assist the various players in the South African zinc industry to address issues affecting the long-term success and viability of the industry.

Become a member:

IZASA has shown its effectiveness through partnering various initiatives with industry groups and various individual companies.

Working with the Non Ferrous Metals Industry it has worked towards creating a framework whereby greater control is in place on the exporting of scrap material. This will provide for balanced material input (virgin and scrap) to reduce material input costs and maintain international competitiveness of various industries.

Major market development initiatives are underway to increase the use of galvanized steel poles in electricity distribution, increase opportunities for the use of galvanized steel in lightweight roofing systems, establish galvanizing as the norm for scaffolding products, promote the South African wire industry and investigate opportunities in the rebar market. Many of these exciting developments are still in early stages but already awareness seminars have been carried out and more are planned with various industry partners. Where necessary, technical work is underway to support the promotional effort.

IZASA is looking for members. By becoming an Affiliate member of IZASA, companies become automatic members of the International Zinc Association based in Europe. Representing over 75% of the world's zinc producers this body acts as the voice for the industry on all issues facing the industry. The IZA has established regional bodies globally and through the IZASA members become part of the global industry.

Benefits of membership:**For an annual membership fee of \$3000-00, affiliate members:**

- receive alerts and analysis from IZASA and IZA
- get access to a global network
- receive communication of commercial leads
- have a forum to hold group discussions
- have a lobbying voice
- have the opportunity to shape regional market development programmes
- are invited to participate in IZA committees and shape the industry
- receive the Zinc Network
- become entitled to send delegates to Zinc College
- receive IZA publications, free of charge
- receive a free Zinc Logo license

In return:**IZASA expects from its members:**

- A commitment to industry development and growth
- Political support for industry positions
- Active participation in IZASA programmes

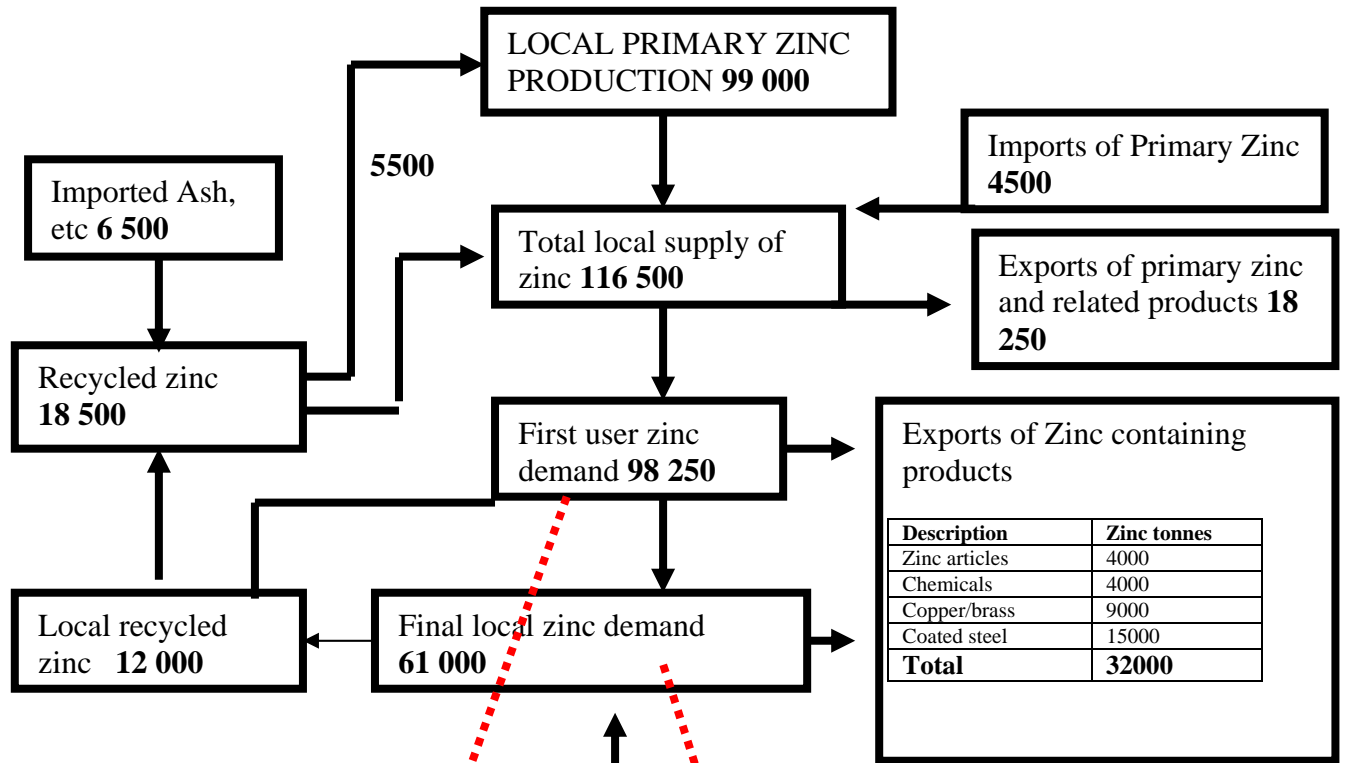
The extra revenue will be used to reinforce the image of the zinc industry as a contributor to Human Health and Endeavour. This encompasses Sustainable Development in all its aspects.

IZASA has a policy of working through industry partners and industry groupings. Funds received are directed at strengthening these partnerships to the benefit of the membership and the industry overall.

By expanding its membership base, IZASA seeks to provide

- continuing leadership in public-policy issue management, locally, regionally and internationally
- expansion of the market for zinc
- timely, accurate information to the public and decision makers on zinc and its benefits
- regular seminars to support developmental projects

Zinc Flows in the South African market for 2000 (zinc equivalent tones)



Imports of Zinc containing products

Description	Zinc tonnes
Zinc articles	200
Chemicals	800
Copper/brass	200
Zinc coated steel	1500
Zn/Al coated steel	300
Total	3000

