IZASA 2006 Review

HDG conference a success – 0ver 90 delegates, 19 papers (with 4 overseas speakers).
HDG rebar “Road Shows” meet 200 delegates
Over 100 delegates attend Fertilizers and sub-tropical fruit production
IZASA web-site up and running
IZA supports UNICEF micronutrient baseline study
SABS in review of galvanized wire specifications
New galvanized piping systems selling well & promoted at various conferences and PC
based tool for specifiers under development
Government includes Zinc in policy reviews to improve local competitiveness
Galvanized Steel in housing - 2006 Architects Competition sponsored by IZASA
Soil study poised to require added zinc to fertilizers
Bio-fuels in SA open opportunities for Zinc micronutrient additions
Galvanized electricity distribution poles interest foreigners
Zinc Air offers regional rural upliftment opportunities
Local wire producer going for Galfan alloy
Robust growth in zinc market offers new entrant possibilities

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HIGHLIGHTS 2006

The IZA operational tenets are leverage and the formation of partnerships. IZASA has taken this model and working through its key partners has managed some successful programs.

Hot Dip Galvanizing Conference.

The first Hot Dip Galvanizing conference for 10 years was held in February. The key objectives were to share global industry developments and look at what local issues could be addressed through reference to these developments. The conference was attended by 90 delegates and great emphasis was placed upon highlighting the galvanizing alloys now commonly used overseas and in South Africa by only a few galvanizers. Increased local usage of newer galvanizing alloys can help the galvanizer to cope with variable steel quality, improve coating consistency and importantly appearance. Dr Frank Goodwin of ILZRO and Dr Roger Pankert of Umicore illustrated the use of galvanizing alloys in addition to recent developments which may further assist the industry. Combined with good pre-treatment control galvanizers are able to achieve a consistent quality product. This was amply highlighted by another overseas speaker Mr. Helmut Herwig and reinforced through example by Riaan Louw of Barloworld galvanizers. The theme of process control was continued with a presentation on Kettle Heating by Terje Evensen from Norway. Other papers focused upon the environmental issues and application opportunities.

The initial objectives of enhancing the long term sustainability of the industry through technology and the need of the user industry to engage the galvanizing industry appear to have been met. Clearly, the conference is a single link in the process but it is hoped that it will not be an isolated event. Feedback from the conference questionnaire indicates that there is a need to have similar events in the future and a suite of topics was suggested together with the desire by many delegates to have a workshop format to really get into the issues at stake.

HDG rebar Road Shows

A market survey on the opportunities for the use of HDG rebar locally was followed up with Road Show seminars. These were held and four major centres – Johannesburg (in association with the Cement and Concrete Institute), Durban (in association with the Corrosion Institute), Cape Town and Port Elizabeth. Dr Frank Goodwin from the USA assisted with lecturing at the seminars which were partnered by the Hot Dip Galvanizing Association. Over 200 people attended the seminars. Various attendees have requested further information for new projects. It is hoped to follow the leads through to the future.

Fertilization and the benefits of zinc

A conference entitled - Fertilizers and sub-tropical fruit production, was held in February. Over 100 people attended the conference. Prof Giel Laker covered the importance of Zn additions. A locally carried out survey on zinc in soils has shown that additions should perhaps be higher than currently employed. An ongoing program to promote this need has been developed.

2006 say the South African government work with industry to establish a policy governing bio-fuel additions to mineral fuels. IZASA has raised the importance of micronutrient additions in raising bio-fuel crop yields. This presents a new opportunity for zinc additions to soils.
The IZA has agreed to fund the laboratory analysis for Zn for the baseline study being carried out to determine the efficacy of the food fortification programme currently managed by the SA government. This will determine whether zinc level have reached those predicted in vulnerable population groups in SA. The outputs from this study will be used to promote the benefits of zinc additions and with the FSSA will form part of the argument to raise zinc levels in fertilizers in Africa.

**Zinc Air use in rural upliftment**

IZASA has worked with a local Zinc Air technology company to identify a working pilot project to uplift regional rural communities. A project has been identified in Namibia and is currently at the commissioning stage. The company has proposals in place with various South African municipalities to take advantage of the free electricity allocation for those people who are not expected to be on grid electricity in the foreseeable future. The company has developed appropriate technology for African rural communities.

**Galvanized utility poles for electricity distribution**

In January, a presentation was given to the Eskom Regional Technical Committee to provide the green light for the pole to be carried as a stock item. Acceptance was given although product take-off has been slow. This has primarily been identified as being due to the fact that stock contracts were still in place with alternative suppliers. These come up for review in 2007 and it is hoped that stocks will then be put in place at the various centres nationwide.

Opportunities existing within continental Africa and overseas are now being explored. A potential partner from the Far East visited South Africa in November for technical and commercial discussions.

**The use of light-gauge galvanized steel in residential construction**

The SA Institute of Steel Construction (SAISC) instituted an Architects Competition as part of a continuation of the original IZASA initiative of steel roof framing. IZASA has now sponsored the Student’s Prize for the competition for the second year. The outcomes from this initiative have yielded the anticipated results. In addition, during 2006, literature was developed as a guide for architectural students and European material was distributed to all departments of architecture in tertiary institutions. This initiative has resulted in the establishment of the Southern Africa Light Steel Frame Building Association (sasfa). It is anticipated that sasfa will drive through new design codes and initiate an accreditation system to fast track use of steel framing within the region. The target is to have 10% of all new residential buildings to be of light steel within a 5 year period (from close to zero at present).

**Promotion of the use of galvanized water piping**

Two new products were introduced by a member company recently. Both products are showing pleasing market penetration rates. To support the use of galvanized piping products presentations were given at the WISA conference (which boasted 1200 delegates) in May and the 8th International Corrosion Conference in Johannesburg in November. A specifiers tool for galvanized piping has been produced and is currently under trial. The PC tool will be expanded to include atmospheric effects and requirements for buying pipes in soils.
COMING SOON 2007

Zinc Flows update

Every two years IZASA produces an update on the Southern Africa zinc market. This represents the most comprehensive analysis of the local market and sources information from its key partners and other sources. The 2007 analysis will include a survey of the key industry needs with respect to improving opportunities and competitiveness locally.

REACH – what are the local implications

A seminar will be held to update local industry on the impact of the newly implemented REACH (Registration, Evaluation and Authorisation of Chemicals) upon the local zinc industry. The presentation will draw upon international experts from the IZA Brussels office, Brussels being the heart of European (EU) policy making. The seminar will include a report back on recent highlights in activity of IZASA.

Fertilizers, liming, bio-fuels and nutritional linkages

In response to discussions with industry players, IZASA will be participating in various programmes during 2007 in support of the use of zinc as a micronutrient. These activities will include:

- Participation in the Fertilizer Society of South Africa’s conference on liming and precision fertilisation in February.
- Assistance with a session on micronutrients at the February Bio-Fuels conference. The newly announced government rebate systems offer good growth prospects locally.
- Jointly hosting a linkage seminar on the role of zinc in the human nutrition value chain from fertilisation, to food fortification.

The use of light-gauge steel in the Southern Africa region

Working with the Southern Africa Institute of Steel Construction (SAISC) and the Namibian Institute of Architecture, a workshop on designing with light-weight steel is planned for February. In addition, IZASA will support the SAISC in promotion of the International Iron and Steel Institute’s Living Steel initiative in South Africa.

IZASA will be represented at the CIB (International Council for Innovation and Research in Building and Construction) conference in Cape Town in May. This conference will focus on the contribution of construction for development with particular focus on developing nations. The local activities with particular reference to the light steel initiative and the sustainability of the systems will be presented.

For further details on these events and to keep abreast of news and further events please refer to our web site www.izasa.org.
WHAT IS IZASA?

IZASA was established in 2002 as the body representing the International Zinc Association in Southern Africa. Initial activities focused upon analysis of constraints and opportunities within the zinc industry. This program was called the South African Zinc Initiative. Supported by the international zinc industry, the IZA has established itself as the industry forum on matters as diverse as international marketing to the management of the sustainability of the industry over the long term through being the voice piece of the industry in its dealings with regulators and governmental agencies.

The guiding principles adopted by the IZA in establishing regional operations, is that fast track market penetration can be effected in markets where successful interventions have worked elsewhere. This is particularly important in regional activities where leverage is not just related to funding but also to people. Regional operations tend to be staffed by a single person or a person and an assistant. In the operational strategies of IZA Southern Africa (or IZASA), partnership and leverage principles are applied through identified champions.

In 2000, as a region, the intensity of zinc use in southern Africa, was about 40% lower - when measured in respect to steel consumption - than in the U.S. and Europe. Devastated by isolation, war, political, turmoil and drought, the region offers opportunities for sustainable growth off a low base. The establishment of IZASA was born out of a South African initiative to develop the market for zinc locally. Working with government agencies; three parties, namely Kumba Resources, Anglo American and Iscor (now Mittal Steel SA) set up a study group – the South African Zinc Initiative. Tasked with analysing the opportunities and constraints present in the South African zinc market, an analysis was carried out which showed key areas for growth. Specific intervention strategies have been developed in the galvanizing, alloy and chemicals sectors.

IZASA intends to

1) Grow the market and grow our market share.
2) Increase sales by 40 000 measurable tonnes over a 5 year period.
3) Focus on market development projects
4) Educate the market with respect to the optimal use of zinc.
5) Build customer knowledge base and increase one-on-one marketing.
6) Educate sales forces and merchants with respect to technical aspects and services available.
7) Increase visibility in the specifiers market as the information experts
8) Market the benefits of zinc.
MEMBERSHIP

IZASA is continually 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. The benefits of membership are:

- participation in group to benefit the industry and YOUR company
- the leverage of global network to assist with industry development
- receipt of alerts and analysis from IZASA and IZA
- communication on commercial leads
- a greater lobbying voice to assist with developing appropriate government frameworks
- opportunity to shape regional market development programmes to further local industry development
- information and assistance on resolving issues impacting upon the industry
- participation in IZA committees and shape the industry
- receiving the Zinc Network
- entitled to send delegates to Zinc College
- receiving IZA publications, free of charge
- receiving 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

For further information please contact IZASA on 083 456 4989 or izasa@icon.co.za or visit our web site www.izasa.org