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Department:
Trade and Industry
REPUBLIC OF SOUTH AFRICA

GOLD SUN INDUSTRIES

Portfolio Committee for Trade and Industry
Colloquium on Beneficiation

Presented by Arik Baruch, Managing Director



COMPANY OVERVIEW

- Injection moulding company based in Atlantis, Cape Town
- SMME that is family owned
- Utilise mainly PP in our production process from Sasol
- Sales offices in CPT, JHB and DBN
- Represented throughout SA and neighbouring countries
- We supply the major retailers and independents in SA
- 30% of our production is exported to neighbouring countries



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FACTORY



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OVERVIEW OF PRODUCTS

- Outdoor, patio, office and kids furniture
- Toys
- Housewares
- Storage solutions
- Contract products



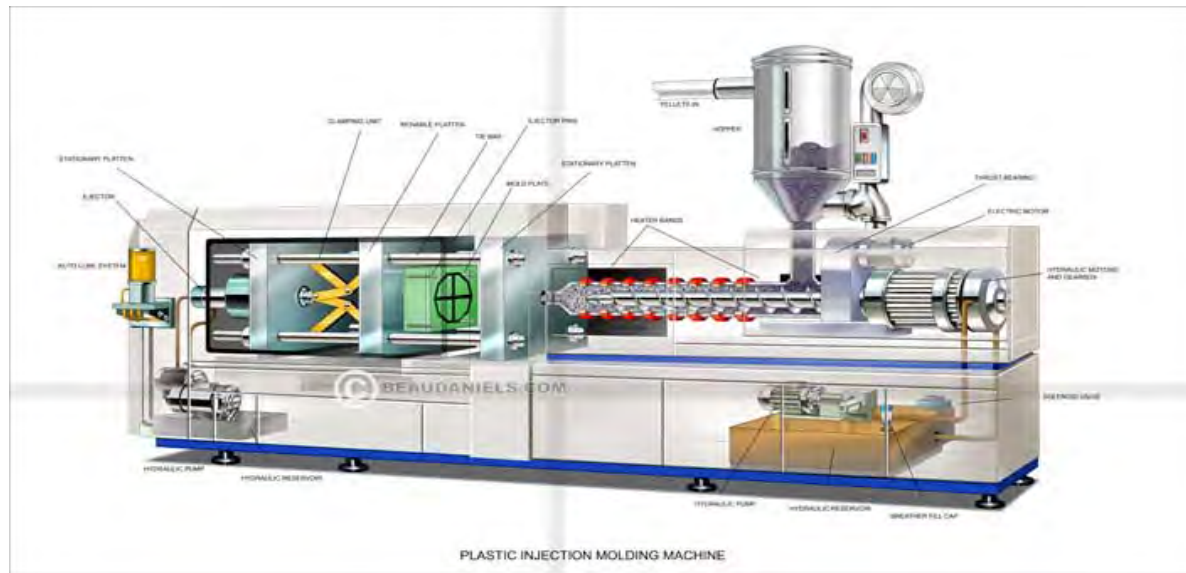
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STAGES OF MANUFACTURING

- Blending of virgin raw material supplied by Sasol with locally produced additives and colorants
- Injection moulding of product



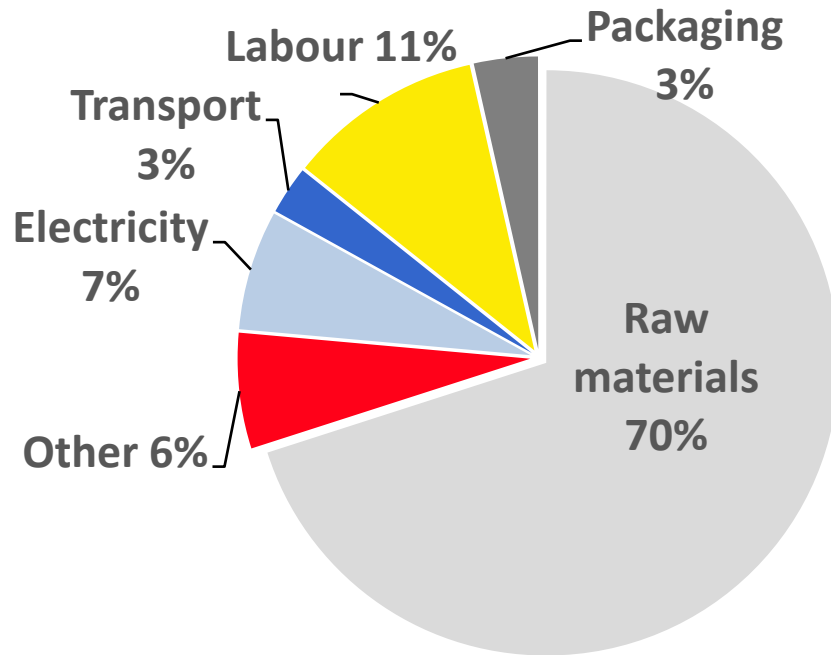
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PRODUCTION COST

Key input costs



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CONTRIBUTION TO DOWNSTREAM BENEFICIATION

- Cutting of various profiles of steel to become chair legs
- Machining profile legs to final form
- Assembly and fitting of various mainly plastic as well as non plastic components to form the finished product
- Warehousing and distribution of finished products
- Making use of electrical and mechanical contractors



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CAPITAL INVESTMENT & LABOUR REQUIREMENTS

- Machinery and auxiliary equipment
- Moulds
- Factory building and warehouses
- Skilled plastic technologists and engineers
- Toolmakers
- Semi-skilled labour



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CRITICAL FACTORS FOR LOCAL BENEFICIATION

- Local supply and cost price of raw materials
- Energy cost and supply
- Availability of semi-skilled and skilled labour
- Export promotion incentives
- DTI incentives for capital investments
- Import replacements policies
- Competitive tool-making facilities in SA



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CRITICAL FACTORS FOR LOCAL BENEFICIATION

- Design of products from conception to production
- Tariff protection on finished product



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CRITICAL FACTORS FOR GLOBAL COMPETITIVENESS

- High cost of local and regional product distribution due to lack of infrastructure
- Most of the local factors already mentioned apply globally



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THANK YOU



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