



## **Cement & Concrete SA driving the industry sector to new heights**

**Midrand, South Africa – 1 March 2021.** *Cement & Concrete SA (CCSA)* has announced the new consolidated industry body is open for business and is set to take the lead on all matters relating to cement and concrete in South Africa.

The single non-profit entity, *CCSA*, was established through an extensive and thorough process of engagement with various stakeholders to consolidate The Concrete Institute (TCI), Concrete Society of Southern Africa (CSSA) and the Association of Cementitious Material Producers (ACMP).

The body will create long-term shared value and industry growth in South Africa through driving collaboration, skills development, innovation, and the highest standards in sustainable cement and concrete materials and products.

Bryan Perrie, CEO of *Cement & Concrete SA*, states that *CCSA* has been mandated to promote and support the industry, to drive growth and deliver shared value through a unified platform for cement and concrete.

“At a time where many conflicting and ambiguous messages are shared readily on various platforms, and with the proliferation of substandard products and services, the need for authoritative engagement with all stakeholders is critical.” Perrie adds.

A new and inclusive membership model will make the portfolio of services offered by *CCSA* available to individuals or corporates, either for free or at members’ discounted rates. These services include courses presented by the School of Concrete Technology, access to the Information Centre, attendance at technical events and webinars, publications, and hyperlinked listings on various electronic sources, to name a few.

*CCSA*, through its members, will create the opportunity to build a healthier future through a network of influencers. Working with industry role players to develop the value propositions of cement and concrete is one of the identified objectives of *CCSA*. Other goals include: to promote the value creation story of the cement and concrete industry in South Africa, supporting research as a means of increasing the ongoing expertise base, and the promotion of industry standards and audit compliance amongst members and industry role players.

On a more practical level, *CCSA* will grow industry expertise and build capacity by developing and offering courses, seminars, and training materials. The provision of information, research, advisory and on-site technical consulting services will be another service offering available to members.

*CCSA*’s dedicated focus on committees will ensure that all relevant areas are addressed with expertise through consultation. The committee structures will empower members to guide and shape many of the services. The branch committees of the erstwhile Concrete Society of SA will be retained to ensure that *CCSA* will have concrete ambassadors in various regions.

“We are excited about the future of the cement and concrete industry in SA. The staff of *CCSA* are ready to discuss membership options and benefits. We are poised to add value and unlock opportunities for all members, and the industry at large,” Perrie concludes.

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