

HENNECKE PRESS RELEASE

High potential: New Hennecke agent in South Africa

In cooperation with Greenacres Holdings (Pty), Hennecke GmbH from Sankt Augustin near Bonn is setting up a local presence in South Africa. This new partnership is consistent with the high-grade polyurethane processing technology manufacturer's strategy to expand its international network of subsidiaries and agents. Besides selling machinery and systems, the new representative will focus on high-level technical after-sales service.

The rising worldwide demand for polyurethane can to a large extent be traced back to the emerging markets. The Southern Africa Development Region (SADC) is an ideal example: Bringing together 15 southern African states, the organization has recently attracted a large number of European companies to invest in the African continent, where there is increasing political stability and considerable economic growth. Many products, which previously had to be imported, are now being produced locally. Six of the ten major players in the automotive industry have already set up their own production facilities in the SADC region.

But by no means should this be considered a short-term scenario. Far more, political and economic actors are working hand in hand to build solid foundations through sustainable planning for a variety of ventures. This is becoming increasingly apparent as the next football World Cup nears, which is bound to provide many positive spin-offs.

With its new representative, Hennecke GmbH will make good use of the local market's potential, demonstrating once more that the company's international approach is a major part of its business strategy. Moreover, the partnership with Greenacres is proving to be a very good choice. The South African company has shown itself to be a reliable partner with great expertise in the machinery construction sector. Customers too will benefit from the cooperation, thanks also to the long-standing experience, particularly in the area of polyurethane processing, of Greenacres' founder and CEO, Des Green. Many of them are already well acquainted with Green who was born in South Africa and worked with Hennecke in the 1980s.

With Albrecht Baeumer GmbH, Greenacres represents another medium-sized machinery manufacturer that has its headquarters in Germany's Rhineland and supplies solutions for the storage and transport of polyurethane slabstock products.



Des Green (left) with Ercihan Kurt, Director Marketing and Sales at Hennecke GmbH

Photo: Hennecke GmbH

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