

# Best Shared Value Business Idea



A project idea of



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# Who are you?

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# Who are you?

VULKAN Group



VULKAN Southern Hemisphere Initiative

Vulkan Australia



Vulkan do Brasil



Vulkan South Africa



VULKAN Africa



# Business overview

Vulkan Africa offers the supply of mechanical power transmission components (couplings, brakes, backstops...) designed and manufactured by the worldwide acting Vulkan Group in its factories in Germany, Brazil, India, China and the USA for all kinds of industrial applications.

Our products are being used in all types of different industries like mining, steel, sugar, paper, oil & gas, energy generation and many others more.

We attend 3 different customer groups:

- End customers (industrial companies)
- OEM`s (Original Equipment Manufacturers) / EPCs (Engineering & Procurement Companies)
- Resellers & distributors for the end customers

# Business overview

Our company Vulkan Africa has been officially opened at Cape Town, South Africa, in December 2019. Our management team is composed by top managers of the Brazilian and South African sister companies in our group.

We have started our commercial and technical business activities in the subhara region of the african continent from out of our sister company Vulkan South Africa`s Sales, Engineering, Service and Distribution Center in Edenvale, Johannesburg.

Vulkan Africa enjoys also very strong support from our sister company Vulkan do Brazil in Itatiba, São Paulo, Brazil, where I am located and where we operate the Center of Competence for our global industrial division Vulkan Drive Tech incl. our own inhouse product development department and our factory, from where we supply many of our in total approximately 2000 different products to the whole world.

# Business overview



# Sales & Marketing Strategy

- About one year ago we have started to analyse the opportunities and potentials for the market introduction of our products and services in several African countries (Botswana, Zimbabwe, Mozambique, Zambia, DRC, Ghana, Guinea).
- We have actively participated in public events, fairs, exhibitions and congresses in all these countries.
- We have been constantly participating in industry delegations and other activities of the German Associations (AHKs, VDMA, Africa Association), to which we are affiliated.
- We are constructing our own wide network of contacts with all kinds of friends and partners all over Africa and worldwide.
- We are actively promoting our market entry projects in Africa in our diverse social media activities.

# Sales & Marketing Strategy

- Shortly before the outbreak of the terrible Covid-19 crisis we have kicked-off dedicated market study and entry projects together with external consultants for Nigeria and for the East African countries Etiopia, Kenya and Tanzania.
- For 2020 we had already been registered for several importante exhibitions, congresses and industry delegations (like f.e. the “DRC Mining Week”) in different African countries, which unfortunately all had to be cancelled or postponed to 2021 by the organisers.
- We are waiting now for new conditions to travel to Africa and for the re-take of our diverse sales & marketing activities there.





# Operations & Management

- So far, as we have just got started on this very exciting market and business expansion project on the African continent, we are still only a small core team of highly experienced, engaged and motivated employees from Vulkan South Africa and Vulkan do Brasil, but we will reorganize ourselves and grow our team of collaborators ongoingly during the next development stages of our Project.
- Since our new company is fully available and functioning for all commercial activities, we have started to generate first sales to different customers in several African countries.
- We use our factory in Brazil, our distribution centers in Johannesburg and São Paulo for the logistics management and for the supply of our products to the new customers.

# Financial Information

- Our market entry is still very recent and also still limited to a few African countries only and we need to continue with our analysis of more countries and markets in order to come to a clear picture with regards to our overall business potentials and realistic goals for our new company Vulkan Africa.
- Depending on the final findings and strategy definitions we will need to determine the next development and growth steps for our company. This will then directly give us the conditions for the evaluation of the necessary structures, which we need to install, employees, which we will need to hire and investments required for all this.
- Within our growth strategy we clearly foresee to set up a local and regional network of experienced, trustful local dealers and distributors for our products and services, with which we will cooperate closely and which we will support strongly, especially with our technical expertise.