

16 March 2017

nCoded Solutions at the Metal Casting Conference

Held at Emperors Palace on 14th to 16th March, 2017, **Metal Casting Conference** was an inaugural conference hosted by the South African Institute of Foundrymen (SAIF).



together over 1000 key leaders and decision makers; from government, commodity groups, manufacturers, universities and media

In addition to being well attended, the conference was well received. Many attendees expressed positive feedback about the insight, relevance and quality of the speakers and their presentations. From *5-year Strategy Plan for China's Foundry Industry* to *The Impact of the Foundry Industry on Manufacturing in South Africa*, the topics generated engagement and discussion, especially during the panel discussions.

Especially for a first-time event, the conference was a great success, pulling nCoded Solutions attended the conference and also had an Exhibition Stand. The purpose was to establish ourselves and also gain an understanding of the Foundry space. This gave us an opportunity to see what works and what doesn't work in this market, and most importantly, we were able to showcase our services to the conferees.

There were 30 exhibitors in the conference, with most of them offering consumable products and parts for the Foundry industry. Out of those 30 exhibitors, only 2, including ourselves, were offering Business IT Solutions.



nCoded Solutions interacted with many attendees where we demonstrated how our Production Scheduling and Production Tracking Software can be applied within their industries.

In addition to us showcasing our software, we also did a bit of an informal research where we asked about 40 people that came to our stand a few of our questions about the conference.

90% of our almost 40 stand-visitors felt the conference and sessions were relevant

80% of the people we presented to, were hearing about our service offering for the 1st time.

Only 15% of the people we spoke to, expressed an immediate interest in our software and services.



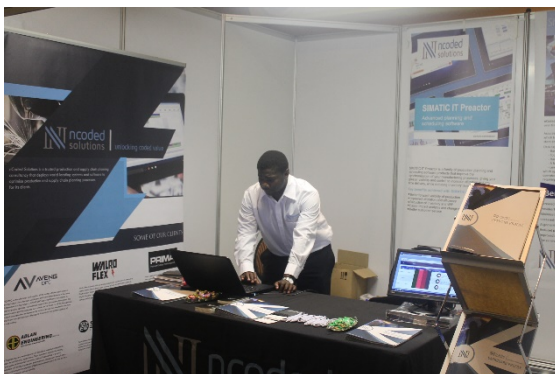
Our overall impression of the Metal Casting Conference was that it was well organised and represented a broad spectrum of the South African foundry industry and specialists. Although a conference of diverse groups it enabled us to gauge the position of foundry companies in the country.

We saw that the foundry business in South Africa is dominated by white “old-generation” males who seem to be operating in a space where all of them pretty much know one another’s businesses.

We got a sense that these businesses were still happy with the production methodologies and technologies that their companies adopted many years ago. Notwithstanding the evidence that most or some of them do require new technology and change, the attendees we spoke to, are still locked in their “old ways.”

This observation made it clear to us that the foundry industry in South Africa requires massive support and education on concepts such as Lean Manufacturing, Productivity Improvement, Automation, Systems Engineering, etc. especially because most of the guys we spoke to want to implement cost cutting measures.

It was refreshing to see some Government-Affiliated organisations and some Universities telling us that they have started to address some of the challenges experienced by the South African foundries around these areas.



As nCoded Solutions on the other hand, we have identified a need to partner with the University of Johannesburg in the implementation of Productivity Improvement Programmes