

SA's Dulux is making significant inroads into Africa

International paint and associated products manufacturer Dulux South Africa is making significant inroads into Africa, particularly in growing its business in the eastern part of the continent. The company has been established in East Africa for a number of years, where it hosts three licensed operations, in Uganda, Kenya and Tanzania, Dulux international business development executive Deon Nieuwoudt tells Engineering News.



"Currently, our activities are aimed at expanding our product portfolio in these countries to consolidate our position there," he says

Dulux South Africa, who is part of AkzoNobel, the world's largest paints and coatings group, currently manufactures locally or imports around 1000 product lines for supply to its South African market. "Dulux's business in Africa is growing strongly and has significant potential for further sustainable growth in the years ahead," Nieuwoudt notes, adding that getting African operations up to the same standards in South Africa is a major challenge." Lack of infrastructure cannot always be blamed for difficult working conditions in Africa. It is our responsibility, as marketers, to work within [the parameters of] these countries' challenges. You have to look at a country and acknowledge its economic reality as well as infrastructural realities, and design your distribution to match the country profile."

Nieuwoudt tells Engineering News that, predominantly, Dulux strives to accommodate partners in African countries. "You cannot disregard local expertise. We aim to contribute through training, setting up processes and providing good skills." He adds that Dulux also has manufacturing facilities in Botswana, Zambia and Malawi, with a licensing partner in Zimbabwe. "Our vision is for countries not to rely on imported products, but rather to create self-sufficient manufacturing facilities, while creating jobs and stimulating the gross domestic product."

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