

Press release

HUESKER Synthetic GmbH

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## **HUESKER establishes new subsidiary in South Africa**

**The HUESKER Group is strengthening its business in the South African economic area and expanding its global presence with its own sales company in the Republic of South Africa.**

The HUESKER Group is strengthening its commitment in South Africa in order to not only target new customers in the future, but also to expand existing business relationships. By registering a subsidiary and moving into warehouse and office premises, the world's leading manufacturer of geosynthetics and technical textiles, headquartered in Gescher (North Rhine-Westphalia), is consolidating its existing business in the region. The founding of HUESKER South Africa PTY Ltd. marks a significant step for the globally active company, which is now expanding its worldwide presence to eleven international subsidiaries.

### **Expanding commitment**

The HUESKER Group has been active in South Africa for more than ten years. The aim of the newly founded subsidiary is to organise relationships with contractors, consultants and authorities even more efficiently in future. Important milestones for this are the central location and the highly qualified local employees, which will make it possible to serve customers even more efficiently from now on. "The South African market is of great importance to HUESKER, so that we are looking forward to growing further with a local presence. This strategic decision not only underlines our commitment to South Africa, but also creates a platform for possible expansion into neighbouring regions in sub-Saharan Africa," explains Dr. F.-Hans Grandin, CEO of the HUESKER Group. As part of the "Broad-Based Black Economic Empowerment" (B-BBEE) programme, HUESKER has a correspondingly high level classification in place.

**„We look forward to managing exciting projects and challenges together with our customers in South Africa and further expanding our presence.“**

Gerard Dirks, Sales Director HUESKER South Africa PTY Ltd.

### **Strong local partner**

Sven Schröder, CSO of the HUESKER Group, emphasises: "With the expansion of our global presence through the establishment of a subsidiary in South Africa, we are focusing on supporting our customers as a reliable partner for sustainable and economical construction in the engineering fields of Earthworks and Foundation, Road and Railways as well as Environmental Technology and Mining. Our direct local presence not only makes it easier for our existing strategic customers and key accounts to do business with us, but also for potential new customers. Building on its many years of experience in Africa, HUESKER is now emphasising its leading role in the field of innovative geosynthetic solutions in the various application areas with the new subsidiary.

### **HUESKER Synthetic GmbH - Expertise since 1861**

The HUESKER Group is one of the world's leading manufacturers of geosynthetics and technical textiles with its headquarters in Gescher (North Rhine-Westphalia, Germany).

With around 500 employees, the company operates globally with eleven subsidiaries and trading and sales partners in over 60 countries. As a pioneer in textile weaving, HUESKER has been shaping international markets for more than 160 years. The HUESKER Group replaces conventional solid construction methods with sustainable and intelligent solutions from the field of modern and high-performance technical textiles and composites.

With its products and services, the company offers solutions for earthworks and foundation engineering, road and traffic route construction, environmental engineering, hydraulic engineering, mining and applications in industry and agriculture. First-class engineering services, excellent expertise in surface production, coating and the manufacture of technical textiles and innovative strength are the key to HUESKER's success. If a project is challenging, HUESKER will find a solution.

Further information can be found at [www.huesker.de](http://www.huesker.de).