

African mines will benefit from shelter solutions

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Global distributor of shelters NOMADiQ Shelter Solutions aims to provide the African mining industry with cost-effective, energy efficient and reusable shelter solutions by taking advantage of new building and energy technologies.

NOMADiQ president Dr **Tarek Sardana** says that the shelters are built using advanced structural insulated panels, which are lightweight, strong and energy efficient. The company can build any size unit requested by the customer, from 2 m² to 500 m², and is also able to install integrated and advanced

alternative-energy technologies, enabling off-the-grid use.

“The demand for these shelters in African mining is, indeed, very strong. All mining project employees require shelter and NOMADiQ is able to offer cost-effective and energy efficient solutions that hold significant advantage at remote mining facilities,” says Sardana.

He asserts that the state of the mining industry on the continent is quite stable, resulting in an active market for the shelters and renewable-energy products. The most significant challenge faced by the company is marketing the



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The shelters are built using advanced structural insulated panels, which are lightweight, strong and energy efficient

products in Africa.

“As a relatively young company, established in early 2008, we are very bullish about our products in Africa and have been marketing aggressively into the continent through direct advertising campaigns and trade shows.

“The results of our marketing campaign have exceeded our expectations to date,” he says.

NOMADiQ is actively forging direct marketing channels into more than 20 African countries at present, including South Africa, Botswana, Zimbabwe, the Democratic Republic of Congo, Ghana, Tanzania, Angola, Sierra Leone, Burkina Faso, Nigeria and Mozambique.

The company expects to reach the majority of African countries within the next six months.

Sardana explains that the countries that pose the biggest challenge are the ones that are politically unstable.

“It is always a bit more risky venturing into these types of

environments, but NOMADiQ has been very pleased with the proactive nature of companies we have met with and are interested in marketing our products,” he says.

NOMADiQ is currently in negotiations for about 15 specific projects. Products and designs will be sourced globally, as the company aims to present the most cost-effective and advanced technologies to its clients.

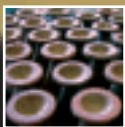
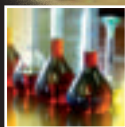
Sardana adds that the company will attempt to source locally as much building material as possible as this will have a positive impact on the local economy and will also decrease the carbon footprint of shipping products around the world.

He concludes that the company should have distributors formalised in over 20 countries in Africa within the next 45 days. NOMADiQ will be exhibiting at the Mining Indaba, in Cape Town, in February 2010.

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The company can build any size unit requested by the customer