

# Denel to showcase products at aerospace exhibition

Defence manufacturer, Denel, will use the Africa Aerospace and Defence Exhibition (AAD) in Tshwane later this month to showcase the unique quality of its products and services to prospective global clients.



The Rooivalk, star of the show. (Image: Danie van der Merwe, via Wikimedia Commons)

Zwelakhe Ntshepe, group executive of marketing at Denel says the company is pursuing an accelerated strategy to market its products in a number of global target markets, most notably Africa, the Middle East and the Asia-Pacific regions.

The AAD is expected to attract some 120 international delegations and 20 000 trade visitors to the Air Force Base Waterkloof from 19 to 23 September. Ntshepe says Denel has, through the years, developed some niche products and capabilities that are global leaders in their fields. "Many of our systems being used by the SANDF, are well-proven in an operational environment and can be readily adapted to meet the requirements of prospective

clients."

## Biggest export contract

Denel Land Systems (DLS) recently announced a R3.5 billion contract to supply a range of turrets and integrated weapon systems to be fitted on armoured vehicles for the Malaysian army. This is the biggest export contract in Denel's history. Another DLS product, the Badger infantry combat vehicle has been developed to meet the requirements of the South African Army for a vehicle that can be used in both peacekeeping operations and high-intensity warfare.



(Image: Denel)

Denel Dynamics is collaborating with Brazil on the development of the A-Darter air-to-air missile system with production expected to commence in 2014. The A-Darter was successfully fired from the SAAF's Gripen fighter jet in February 2012. The company will also display its Seeker II unmanned aerial vehicle and its next generation product, the Seeker 400 tactical UAV to its prospective clients.

The company's most famous product, the Rooivalk combat support helicopter that was designed, industrialised and manufactured for the SAAF over a period of more than 25 years will occupy a prominent position at AAD.

## Removing land mines



(Image: Denel)

Denel Aerostructures is the only company outside of Europe to be a top-tier manufacturer of critical parts for the Airbus A400M - the world's most advanced military airlifter. The parts were designed in South Africa and are being manufactured at Denel's Kempton Park campus and then shipped out for assembly on to the A400M in Seville, Spain.

Denel Mechem is a global leader in the provision of humanitarian demining services in post-conflict areas. Mechem is responsible for the lifting and removal of land mines and unexploded ammunition in 11 African countries and also supported international peace-

keeping operations in other conflict zones.

Ntshepe says AAD will also underline Denel's position as a strategic national asset whose products and services are increasingly being utilised outside the defence environment. "Our products and services can help to combat rhino poaching, drug and contraband smuggling, counter cable theft and assist in the international efforts to address the scourge of piracy.

"Denel has a number of initiatives in place to support the quality of maths and science education and to attract and train students and artisans in the engineering sciences. As a manufacturer of high-technology products Denel will be a key player in the implementation of the government's Industrial Policy Action Plan and the broader national developmental objectives of skills development and enterprise development," says Ntshepe.

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