

FOR IMMEDIATE RELEASE

AFRISAM AND SAMF AIM TO INCREASE MATHEMATICS GRADUATES

Leading black-controlled construction materials group AfriSam, in partnership with the South African Mathematics Foundation (SAMF), has produced a DVD aimed at encouraging learners to pursue careers in the field of mathematics. The driver of this initiative is to address the issue of skills shortage in South Africa.

The DVD, titled 'Careers in Mathematics', was launched at a function held in Midrand, Johannesburg, on July 30, 2010.

"The shortage of skills in professions that require mathematics as a core subject is a countrywide problem," Tsholo Diale, corporate social responsibility manager at AfriSam, says. "As a leading player in the building materials industry, we are constantly faced with the challenge of finding suitable candidates for positions such as engineers, draughtsmen and other similar roles."

The DVD is a 20 minute production highlighting a wide variety of career options within the field of mathematics. It features interviews with high calibre individuals who are leaders in their chosen mathematics-based or -related professions.

10 000 copies of the DVD will be distributed to over 5 700 schools nationwide for teachers to use as a tool in guiding learners who wish to pursue careers in this area. Copies will also be sent to tertiary institutions for use during their open days.

AfriSam has an intensive CSR programme with a focus on education and conservation. The company is involved in various educational projects nationwide, with the objective of empowering and equipping communities with the knowledge and skills, as well as providing them with the tools and facilities to become self-reliant and sustainable. The company's overall community involvement mission is to understand the needs of society and communities in areas where it does business to make meaningful and sustainable contributions to their upliftment.

ABOUT AFRISAM (PTY) LTD

Founded as Anglovaal Portland Cement Company Limited in 1934, AfriSam is today the leading black-controlled building construction materials group in southern Africa. With operations in South Africa, Botswana, Lesotho, Namibia and Swaziland, the company has total assets in excess of R3.7 billion, nearly 2 000 employees and an annual production capacity of over four million tons of cement. It has six cement production facilities, eight cement depots, 16 quarries and aggregate operations, 42 readymix concrete plants and a Ground Granulated Blast Furnace Slag (GGBFS) milling plant. The company also has a 62.5 percent interest in Tanzania-based and listed, Tanga Cement Company.

ABOUT SAMF

The South African Mathematics Foundation (SAMF) is a Section 21 company registered to advance the mathematics development and education of South African children and young people through improved quality teaching and learning of mathematics as well as through public awareness activities. SAMF is an initiative of AMESA (the Association for Mathematics Education of South Africa) and SAMS (the South African Mathematical Society) and its activities include teacher and learner programmes, publication of teacher and learner support materials and popularisation of mathematics in South Africa. The SAMF ensures that the combined skills, know-how and professional capabilities of the members of these two societies are utilized in a professional manner. In this way the SAMF is a central office for Mathematics in the country and represents the entire mathematics community in South Africa.

CAPTION FOR AFR 01: From left to right: Tsholo Diale, corporate social responsibility manager at AfriSam; Professor Mamokgethi Setati from the SAMF and Stephan Olivier, acting ceo at AfriSam.

CAPTION FOR AFR 02: Some of the learners who attended the Careers in Mathematics DVD launch.

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