



## **ZEST ELECTRIC MOTORS (PTY)**

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### **WEG Invests in Africa**

The WEG Group of Brazil has taken a 51% equity stake in South Africa's Zest Electric Group, effective 30<sup>th</sup> June 2010.

Zest has been representing WEG electric products in Southern Africa since its inception in the 1980s, a period when WEG was beginning to explore international markets. Nearly 30 years later, WEG is an internationally recognised and respected supplier of first class products to the industrial electrical energy sector. The significant growth experienced by WEG over the last few years promises to continue, as is evidenced by its ever expanding global network of businesses and manufacturing plants.

A fundamental part of the transaction is WEG's recognition of how important Zest's entrepreneurial culture and personalised approach to business and client service has been to its success. WEG will be seeking to build on these foundations to drive more positive growth, and Zest's clients and business partners stand to benefit significantly from the direct shareholding of a major global brand in the company's operations. The transaction will dramatically expand the Zest Group's operational and strategic horizon, bringing new and exciting products and services to the businesses that have enjoyed such long relationships with Zest across the Southern African region.

During the 30 years that Zest has represented WEG in Southern Africa, it has become the market leader in the supply of electric motors throughout Africa. As a result, WEG products - from Transformers to Variable Speed Drives - can be found on industrial projects across the continent.

Zest has built its market leading reputation on the quality of its products and the performance of its sales team, which has serviced industrial clients to great effect across Southern Africa. Diversification into Electrical Panels, Generator Sets and the Electrical Installation business has set the Zest Group up for ongoing growth in the electrical industry arena, and the introduction of WEG as a majority shareholder allows Zest to consolidate its market position.

"The investment by WEG in Zest demonstrates WEG's commitment to the African market and its firm belief that the continent has much to offer in terms of future growth," says James Blakemore, Zest founder and CEO. "Together, WEG and Zest have the resources, products, skills and localised experience to expand dramatically within the continent. This expansion will hold a range of new opportunities for our people – from staff to business partners and customers – and opens a brand new chapter in the Zest story."



**ELECTRIC MOTORS, DRIVES & AUTOMATION, LV SWITCHGEAR,  
POWER TRANSFORMERS, CABLE, GENERATOR SETS**

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