

Anglo American - Brief

New technology development in the primary sector

Introduction

Anglo American is a UK public limited company. It is one of the world's leading mining companies. The business works in the primary sector. Anglo American explores, extracts and processes metals and minerals. It is a major employer in Africa because most of these resources are found there. Anglo American also works in Europe. The group looks for new mineral sources around the world to ensure it has a constant supply. To stay ahead of its rivals, it also develops new technologies and products.

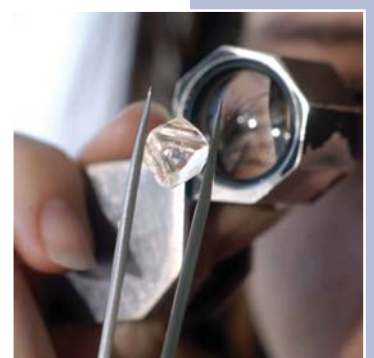
New technology development

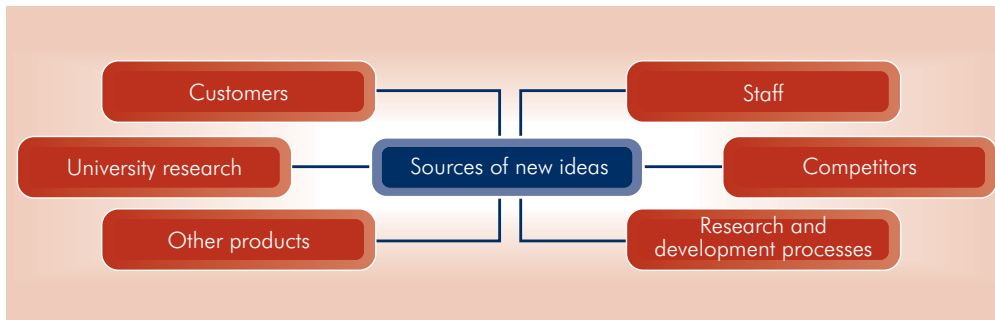
Research and development is important to stay competitive. Anglo American's research division focuses on improving existing processes and developing new ones. It supports the wider group through specialist services. This helps clients share good practice and new technology. As businesses grow, they look for improved ideas. These may come from:

- customers
- staff
- university research
- other products
- competitor organisations
- Research & Development (R&D).

Researching new ideas makes sure the company uses the best methods in the best way.

Anglo American's Anglo Technical division also creates new products and processes. It aims to help Anglo American develop new exploration methods based on the research.





Research and development

Research starts with a problem. The next step is to collect and test data to find an answer. Development involves working out the details of the answer. Anglo American uses its expert knowledge to develop ideas and find out answers to technical problems. Anglo Research and Anglo Technology have five roles that support R&D. They:

1. provide support for development
2. make sure the right technology is used in current and new processes
3. bring together different parts of the group to improve efficiency
4. find out best practice and set up common standards
5. support technical human resources.

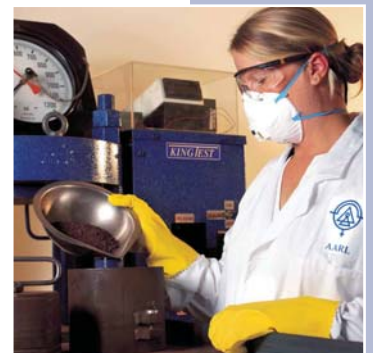
From testing to launch

New processes need to be tested before a business puts them into practice. Computer models are a low cost way of testing. Prototypes or working models are used for further testing. It is important that Anglo American's new processes support sustainable development. This will help to give the business a good return on its investment in R&D.

Influences on process development

A number of factors affect the R&D process:

- Cost has the most impact. Developments must give good return on investment.
- Changing technologies provide Anglo American with a new way to meet client needs. They also have a long-term impact on planning.



- Corporate social responsibility affects the whole business. Every choice Anglo American makes is assessed for its economic, social and environmental impacts.

Conclusion

To be competitive Anglo American depends on access to a constant supply of minerals. It needs to extract these in a cost effective way. To do this it seeks to develop new products and processes to stay ahead of its rivals. These rely on a combination of ideas, research and new technology.

