

# MIDDLE EAST Earthmoving NORTH EAST AFRICA

Issue 5 | August 2018

The Hitachi Construction Machinery Middle East Corporation FZE Magazine



**HITACHI GOES UNDERGROUND:** Istanbul, Turkey Metro Line

**FEATURED DEALER:** Modern Motors (PVT.) Ltd.

**EVENT:** Big5 Heavy 2018 - UAE

**NEW ARRIVAL:** Wheeled Excavator

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NORTH EAST AFRICA

The Hitachi Construction Machinery  
Middle East Corporation FZE magazine

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**AYCAN AKALIN**

**General Manager  
Product Support HMEC**

Dear Valued Readers,

Welcome to the new edition of the Hitachi Earth Moving Newsletter!

I take this opportunity to introduce myself!

My name is Aycan Akalin and I am the Director and Product Support General Manager of HMEC. I have been serving Hitachi and its valued partners for 32 years in HMEC territory.

Regardless of our nationalities, religions, cultures, or backgrounds, we are all citizens of the Construction Machinery World, otherwise known as Kenki-jin in Hitachi nomenclature. This means that we are all from the same country, or from the same family where ever we are. Therefore, we need to keep the family ties strong and maintain them continuously.

Hitachi has always been a pioneer in the construction machinery industry, and has been coming up with innovations and fuel saving design concepts for years. Recently, it developed many tools to keep the family ties strong until the end of the machine life. These tools are Consite Shot, Consite Pocket, Consite Mining, Consite Oil, and Consite Alarm, all developed under the banner of Hitachi's innovation named "CONSITE". It is very important and essential to understand these features, and very vital to explain clearly the merits, benefits to all our partners and end users. By using such tools, we can support all end users effectively and be in solidarity, and most important, we can keep your machines running at the most effective and low economical cost.

Having said that, we, as HMEC, commit to all partners and end users that we will give the most efficient support in all related fields continuously, for the lifetime of the equipment so as to make them proud of being a member of the Hitachi "Kenki-jin" family.

We are at your service!



Hitachi Goes Underground: Istanbul, Turkey



The Kabataş-Mecidiyeköy-Mahmutbey Metro Project of Istanbul Metropolitan Municipality makes it to the finals at the “2017 AEC Excellence Awards”, ranking 8th among 145 projects from 32 countries.

The 22.5-kilometer Kabataş-Mecidiyeköy-Mahmutbey Metro Line is one of the largest metro investments of the metropolitan municipality which has already become a source of national pride.

## Hitachi Construction powers Istanbul’s Mahmutbey Metro Line

On 15th of November, 2018, the Hitachi Construction Machinery Sales Support Media Department paid a visit to the Kabatas Metro Construction Job Site along with staff members of the Hitachi Construction Machinery Middle East Istanbul branch.

The turnkey project consists of the engineering, procurement, construction, assembly and system integration, testing and commissioning works of 22.5 km long

mass transit rail system between Kabataş-Mecidiyeköy-Mahmutbey with 5.5 km TBM/NATM tunnel construction work and viaducts, whole construction works of 3

The 22.5-kilometer Kabataş-Mecidiyeköy-Mahmutbey Metro Line, one of the largest subway projects of Istanbul, is carried out by Alarko Holding which is proficient in various fields, has high-technology driven R&D investments, national sales network and international projects. Canakkale-Karabiga Import Coal-Based Power Plant, Istanbul Metro Levent-Hisarustu Rail System Line, Bozshakol Copper Plant, Taldykol Sewer Pond Liquidation Project Construction of New Facilities, Istanbul Metro Yenikapi-Sishane Section, Karakuz Hydroelectric Power Plant/DAMM/HEPP are some of the ongoing projects of the company.

### Kabataş-Mecidiyeköy-Mahmutbey Metro Line



## Kabataş-Mecidiyeköy-



stations, finishing and electromechanical works of 15 stations, 1.5 km depot yard connection line and superstructure of the depot area and maintenance buildings.

On completion of the project, the capacity will be 70,000 passengers per hour per direction.

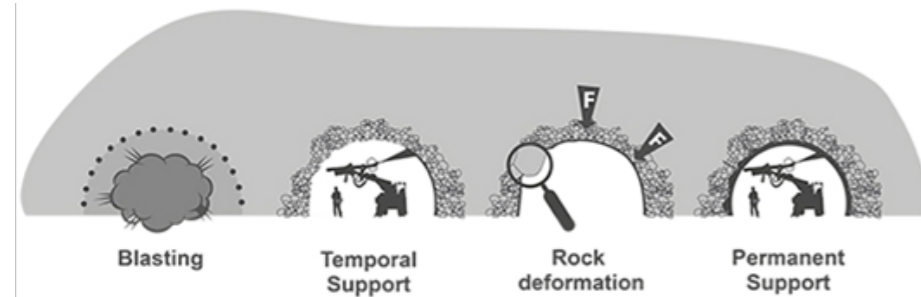
### Payas Insaat and Hitachi ZX210H -5A Power Open New Roads.....

Payas Insaat is the sub-contractor of the project. Established in 2015, the owner of the company has extensive experience in the field, commencing his business endeavor as a concrete sub-contractor. On the strength of his immense experience, the company expanded its business tunneling and excavation works as well. The company is now involved in carrying on the work of the Sancaktepe-Sultanbeyli Metro Line’s Sarigazi Station’s 1700mt tunnel excavation works and 2 shafts works.

In addition, Payas Insaat has also carried out the switchyard tunneling and concreting operations of the Kabataş-Mecidiyeköy-Mahmutbey Metro Line’s Kabatas Metro Station. The total project area is 150 meters. The tunneling work will be carried out in two stages and the



## Hitachi Goes Underground: Doha, Qatar



### NATM Tunnel Technology

total excavating length is 450 meters. To execute its work on the project, Payas Insaat has 1 unit of ZX160LC-5A, 4 units of ZX210H-5A and 2 units of Kawasaki 80Z6 in their machine fleet.

One unit of ZX210H-5A works for upper-structure works while the other units of ZX210H-5A are put to use at the breaker

under-structure (for rock deformation) works. Additionally, 2 units of Kawasaki 80Z6 are in use at the job site.

The tunnel is located at a depth of 45 meters. Excavation is carried out by NATM (New Austrian Tunneling Method) Tunnel Technology due to the nature of the soft-ground. The fundamental

difference between this new method of tunneling, as opposed to earlier methods, comes from the economic advantages made available by taking advantage of the inherent geological strength available in the surrounding rock mass to stabilize the tunnel.

The company owner has indicated that Hitachi machines could resist against hard tunneling and excavating works. The operators were satisfied with the durability and performance of these machines. Also, availability of spare parts and after sales support within a short time by the Turkey dealer, ENKA Pazarlama İthalat İhracat, has added to the customer satisfaction. Hence, Hitachi Construction Machinery is highly recommended by Payas Insaat to all those involved in tunneling projects.



## Inner Doha Re Sewerage implementation strategy (IDRIS)

Arabian Supply Center (ASC), which represents Hitachi Construction Machinery in the State of Qatar, has been successful in supplying one ZX 120-1 and one ZX130 to Qatar Trading and Contracting Group (QTCG).

The scope of work for QTCG is: Manhole shaft drilling over 170 numbers in a 3-year period. Almost 80 manholes are 6 meters in diameter and 90 manholes are of 8 meters in diameter and 28 meters in depth.

Qatar, like many other countries and cities in the GCC, are heavily investing to upgrade their sewerage system and capacity which in the past during heavily rainfall has led to major problems and floods in the region. The machines are considered to be working horses and QTCG has affirmed their satisfaction about the performance and durability of the machines, back up and support of ASC.

The Qatar Public Works Authority (Ashghal) recently initiated a significant infrastructure programme called the

Inner Doha Resewerage Implementation Strategy (IDRIS), which aims to modernise and improve the sanitation system in the southern part of Doha, the capital city of Qatar. The project comprises the construction of a 16-kilometer main trunk sewer, divided into three segments, Eastern, Northern and Western.

The programme is designed to serve

the city of Doha and its surroundings, where 90 percent of Qatar's population resides. The city has seen a rapid population growth over the last few years, which necessitated the expansion of its sanitation system.

The project is estimated to cost QR10bn (\$2.67bn) and is scheduled for commissioning in 2019.



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May we introduce ourselves: Medevco, Lebanon

## MEDEVCO: Poised for growth with new Hitachi dealership

**M**iddle East Development Co SAL (MEDEVCO) was founded in 1977 by Alwan Charabati as the exclusive dealer of Fiat-Allis earthmoving machinery in Lebanon. Since then, it has continuously developed and diversified its portfolio of suppliers and customers, evolving to become a reference in Lebanon for the supply and servicing of plant, machinery and vehicles (PMV).

Located in the town of Jeita in the Kesserwan Mount Lebanon district, MEDEVCO maintains very solid business relationships with world class PMV brands mainly Bomag, Compair, Hino, New Holland Agriculture, and Sandvik, amongst several others. This year, MEDEVCO has joined forces with Hitachi Construction Machinery (HCM) to bring "Reliable Solutions" to its esteemed construction machinery customers.

Lebanese customers had their first encounter with Hitachi hydraulic excavators at the 'Project Lebanon' fair in Beirut held from 26-29 June 2018 where a brand new ZX55U-5A was on display at MEDEVCO's booth. Excavators ZX200LC-5G, ZX330LC-5G and ZX350LCH-5G are next in line for meeting customers in the following months.

The Hitachi reputation of quality, durability and reliability has preceded the arrival of the machines since from the 1990s, local

customers have been appreciating and operating the Made-in-Italy Fiat-Hitachi branded excavators that are equipped with Hitachi's trademark Japanese technology and hydraulic components. The post-war construction boom has seen MEDEVCO achieve 25% market share in hydraulic excavators, and the company is capitalizing on this past success to re-instate Hitachi as the leading premium Japanese brand of construction machinery in Lebanon.

To realise this goal, MEDEVCO relies on the professionalism and support of Hitachi Construction Machinery Middle East Corporation FZE (HMEC), and particularly

on its experience with Japanese "Kaizen" activities, and on the dedication and commitment of its management and Sales, Spare parts, and Service teams.

The new Hitachi dealership is a milestone in the future growth plans of MEDEVCO where the dynamic management team have the advantage of long experience and in-depth knowledge of the local market. The Spare Parts division aims to provide genuine parts at the most competitive and fair prices while the mission of the Service Department (including one full-time in-house trainer) is to maximize machine up-time and minimize machine life-time operating costs.



HCM was officially launched in Project Lebanon 2018

**P**roject Lebanon 2018, the 23rd International Trade Exhibition for Construction Materials and Equipment for Lebanon and the Middle East, is the premier event of its kind in the region, bringing together industry leaders from around the world. In this 2018 edition, 230 exhibitors from 17 countries showcased their latest products and services to 17,639 unique visitors. During this exhibition HCM was officially launched in Lebanon.

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**Hydraulic Excavator**  
Scale 1:50



**Multitool**  
13 functions



**3D USB Excavator ZX350-6**  
8Gb



**Event: SPMM 2018**

## HMEC Service and Parts Managers Meeting held in Dubai-UAE

From 6th to 7th February 2018, the Service and Parts Managers Meeting (SPMM) 2018 of Hitachi Construction Machinery Middle East Corporation FZE (HMEC), was held in Dubai, UAE.

SPMM witnessed a very high participation rate of almost 100 per cent this year reflecting the interest of HMEC dealers and managers in getting a larger slice of the market share and expanding in the MENA market.

Apart from dealers representing HCM's products and services in their respective territories and countries, a total of 44

participants attended the event including HMEC staff and HCM Japan headquarters representatives. The event had a broad agenda including a workshop.

The 2018 Service and Parts Managers Meeting was inaugurated by HMEC President Toshitaka Uchida following the presentations that kickstarted the day's events and presented by Aycan Akalin, GM, Product Support and Ramzi Tumallah, Deputy GM.

Over the course of the two days, Consite HCM fleet management system and SPE (Service and Parts Engineer)-HCM parts supports program were presented and

discussed together with many other interesting subjects.

For Hitachi Construction Machinery, the proactive machines service in combination with the usage of Genuine Parts is a critical determinant in achieving customer satisfaction. Provision of efficient after sales and product support through the company's strategically placed network of branches and dealers is one of the core activities of HMEC/HCM.

On 7th February, the day continued with an interesting agenda and came to a closure with a highly interactive workshop that also received constructive feedback from the dealers present.

The two-day event served as a successful team-building exercise for both HMEC staff and dealer participants to foster strong partner relationships on every level, and to work together to propel growth and consolidate support to take the company forward.





Event: Big5 Heavy 2018, UAE



## High-performance Hitachi products showcased at The Big 5 Heavy

Hitachi's wheeled excavators - ZX170W-5A, 190W-5A, 210W-5A – were showcased at The Big 5 Heavy, the largest exhibition dedicated to the infrastructure and heavy construction industry in the Middle East. Featuring innovative solutions and products, the event was clustered into five sectors: Middle East Concrete, PMV Live, Foundations & Geotechnical, Mining & Quarrying, and Road Construction.

spacious booth. Two light weight Mini excavators were placed indoors. These were fitted with rubber 'City pads' to avoid damaging the surface.

With large numbers of visitors coming from the UAE, the GCC, and other Middle East and African countries, the Middle East Crane Equipment Trading LLC stand at The Big 5 Heavy attracted potential clients who were keen to know

more about technological prowess and high-performance products that Hitachi is renowned for.

The Big 5 Heavy Exhibition was dedicated to early-phase construction to cover the early construction cycle, from breaking ground, drilling, and producing building materials, through to earthmoving and lifting. The show has seen a huge response from the industry.

Middle East Crane Equipment Trading LLC, the official distributor for Hitachi in the UAE, presented these at the event because of its growing popularity in the region. Several Hitachi Mini excavators were also on display at the Dubai World Trade Centre from 26-28 March 2018. The Mini's are now taking over the market share from the traditional Backhoe Loaders and hence, several Hitachi Mini Excavators currently available in the UAE where placed at the Middle East Crane's



The three-day event gathered over 300 exhibitors from nearly 30 countries spread across product sectors dedicated to concrete, construction machinery, foundations & geotechnical, and mining & quarrying.





Featured Dealer: Modern Motors (Pvt.) Ltd.

## Modern Motors (Pvt.) Ltd.: Leading the market in Pakistan

Incorporated in June 1956, Modern Motors (Pvt.) Ltd. was founded by Nabi Ahmad Chaudhri who created the company out of his vision of providing the automobile customer in Pakistan with a dependable and economical automobile business, supported by a parts and service network.

In the year of its formation, Modern Motors (Pvt.) Ltd. became the sole distributor of Volkswagen. In a short span of eight years Volkswagen became the market leader in the automobile market, establishing Modern Motors as a well-recognized name in Pakistan.

By 1964 Modern Motors had established branches countrywide at Rawalpindi, Lahore, Dacca and Chittagong. All branches were equipped with "3S facilities" that included sales, service and spare parts under the same roof. This was a new concept at the time, but it led to establishing the supremacy of Modern Motors over its competitors across the country.

However, in the early 1970's, the business scenario changed with a socialist government taking power in Pakistan. The decade witnessed the Indo-Pakistan war and saw the loss of East Pakistan or about

half of the country. This was followed by the government's mass nationalization of auto industry, banks, engineering and other sectors. The optimism and growth of 1960's now seemed a dream as Pakistan's economy - one of the leading economies of Southeast Asia at the time - took a plunge. East Pakistan became Bangladesh and Modern Motors lost half of its business along with the loss of all assets left behind in East Pakistan.

Having lost its Volkswagen distributorship to the Pakistan government under nationalization policy, Modern Motors became a dealer of Volkswagen and other makes of cars sold by the government. Although the company had to adapt according to the changing business atmosphere in order to survive, what stood in its favor was its well-established countrywide network.

In the mid-1970s, Modern Motors diversified its business when it added earth moving equipment by joining hands with John Deere as distributor. Distributorship of Toyota Industrial Equipment followed in 1985. The business strategy of standing on "many legs" as a business continued with the addition of BT, Raymond, Hitachi and Mercury into the portfolio. In a highly volatile market, such diversification

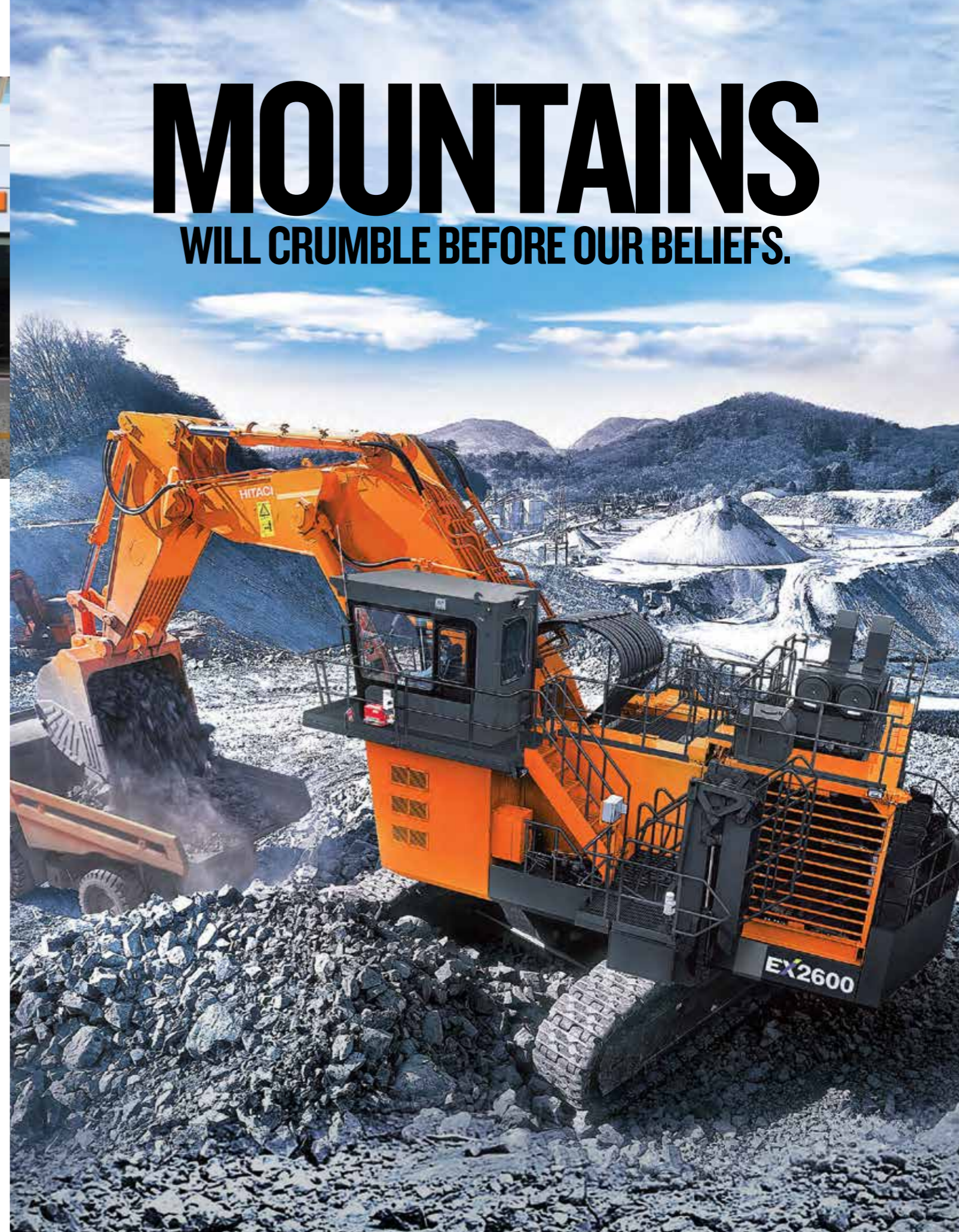
proved to be an asset for the growth of the business.

The Hitachi and Modern Motors relationship dates to 1988 when Hitachi started exploring Pakistan as a market for its products. Hitachi excavators comprised a majority share of earth moving machines used in the 1990's in large projects such as Ghazi Barotha (Impregilo's project) and Dongfang Electric Corporation (DEC) power station project. The service and parts support were provided by Hitachi Construction Machinery Asia and Pacific Pte. Ltd. (HMAP) and Modern Motors in successful collaboration with HCM (Japan). The Modern Motors staff have even ventured into war-torn Afghanistan several times to support Hitachi machines sent there directly either by Japan or sold through Modern Motors in Pakistan.

Modern Motors (Pvt.) Ltd., headquartered in Karachi with branch offices in Lahore and Rawalpindi, has now completed 30 years of its unbroken association with Hitachi as its dealer. Keeping true to its tradition, all branches have service and parts facilities alongside the sales network.

# MOUNTAINS

WILL CRUMBLE BEFORE OUR BELIEFS.







**Job Report: El Nasr Mining Company, Egypt**

# El Nasr Mining company expands their production capacity with 2x Hitachi EX 1200-6 Machine

**E**l Nasr Mining Company is located in Eftto (near to Luxor) which is located not too far away from the river Nile in the South of Egypt and were visited by Orascom trading together with Hitachi Construction Machinery Middle East Marketing department on July 17th.

The mine company was established around 1960 and employs somewhere around 1700 people, it is mining for Phosphate to be used in the ceramic Industry and covers a Mining area of 100 km (10x10 km). With a yearly production of up to 6 million tons per year it is operating two shifts to achieve its targets.

Orascom Trading the exclusive

representative of Hitachi Construction Machinery in Egypt has an excellent relationship with the Mining Company which goes back and spans around twenty years in time.

The company is looking to improve their production capacity. Recently in December 2017 they took delivery and added 2x EX1200-6 front shovel excavators to their operation.

The Hitachi EX1200-6, a new-generation giant hydraulic excavator, is designed for extraordinary production and toughness on large-scale mines, quarries and civil-engineering projects. The EX1200-6 comes with lots of leading-



edge technologies, including the high-power engine, sophisticated hydraulic system, strengthened undercarriage, an array of safety devices, and eco- and environment-friendly design.

El Nasr Mining also purchased and bought 2 years extra warranty and with the contact, and a 24/7 service engineer is involved to guarantee a smooth and healthy operation.

With and old fleet of EUCLID dump trucks 6x, they are also are looking into replacement for dump trucks when after they will consider another 2x EX1200-6 back hoe to team up together.

An interesting note is that they invited an Egyptian University to support them on the evaluation of 3 proposals when after they recommended go ahead to purchase Hitachi Excavators as the preferred machine to execute the job, carrying the needed specification and looking at the application on site.

The arrival of the brand new machines on site has attracted contractors from the region who are interested and following the operation and perhaps could be targeted for future purchasing as well. Because of this seminar in Egypt with an eye on mining and quarries could be considered.





Delivery: Jordan-JICS Tender



Delivery: Al Fairuz, Oman

## HMEC hands over machineries to Jordanian Municipality

As the result of a successful tender procedure supervised by the Japanese trading house Itochu, Hitachi Construction Machinery (HCM)/ Hitachi Construction Machinery Middle East Corporation FZE (HMEC) successfully finalized the purchase by Japan International Cooperation System of 6 numbers of ZAXIS models ZX330-5G and 15 numbers of ZW220-5A.

On the 3rd of April, HMEC President Toshitaka Uchida attended a handover celebration in Amman by handing over Hitachi's specialized construction

machinery renowned for their technological prowess and expertise to the Jordanian Municipality authorities in the presence of the Japanese Ambassador in Jordan, Hidenao Yanagi. Integrated Automotive, the official dealer of HCM in Jordan, was represented at the event by Ahd Sukhon, General Manager and Eng. Mahmoud Matar, Business Development Manager. Integrated Automotive will take full responsibility for the after sales and support of the machines presented to the Jordanian municipality.

Featuring the ZAXIS hallmarks of industry-

leading hydraulic technologies and superior performance, these models also offer the key benefits of high quality, low fuel consumption, and high durability, all of which serve to ensure low running costs.

With this impressive delivery, HCM and Integrated Automotive have made an important step forward to take a dominant position in the Jordanian equipment market, which is even more remarkable since they entered the Jordanian market only a few years back.

## Galfar receives delivery of Hitachi ZX870-5G with super long front

Al Fairuz Trading & Contracting Co. LLC., one of the leading construction companies in Oman engaged in infrastructure building projects and the distributor of Hitachi Construction Machinery (HCM), recently handed over a ZX 870-5G to Galfar Engineering & Contracting SAOG (Galfar).

As Oman's largest construction company with EPC capability in oil & gas, roads & bridges and civil & utilities sectors, Galfar has established itself as the "Preferred Partner in Development" in Oman with a turnover of nearly USD 1 billion. As a long-

time business partner of Al Fairuz Trading & Contracting, Galfar took delivery of the ZX 870-5G super long front which will be put to use at the Port of Duqm, situated on the southeastern seaboard of the Sultanate of Oman, and fast becoming an important centre of the Middle East's rapidly transforming maritime landscape.

The ZX 870-5G was handed over in the presence of KMA Rahiman, Vice President of Galfar. Senior management officials of Al Fairuz including Haider Moosa Al Fairuz, CEO, Al Batinah International SAOC; Ashok M Sudhakaran, CEO, Al

Fairuz Trading & Contracting; Dilip Kumar, GM, Parts Division; and GN Murthy, Deputy GM, Service; attended the event along with Piet van Bakergem, General Manager, Marketing, who represented Hitachi Construction Machinery Middle East Corp FZE.

Providing an impressive fuel economy, along with swift front movements and easy operation, Al Fairuz are confident that this powerful machine will contribute to the profitability of Galfar projects and enhance the growing business partnership between both the companies.





**Delivery: Mombasa Cement, Kenya**

**Delivery: TARA International, Sudan**

## Mombasa Cement boosts productivity with EX-1900-6

In December 2017, Kenya's Mombasa Cement Limited - with a fleet of already close to 30 Hitachi heavy construction equipment including one HSC SCX2800-2A crane - took delivery of an EX-1900-6, a large excavator known for its strong horsepower, efficient engines, advanced hydraulics, tough frames, powerful arm and bucket-digging forces and much more. The equipment was delivered by its trusted dealer, Rock Plant.

As one of East Africa's leading cement producers, Mombasa Cement Limited currently has a plant size of 1663 acres and will expand soon to a size of almost 2800 acres. The company is also the most technologically advanced and environmentally friendly cement producers in East Africa.

The soil (limestone) production had, in the past, started at a production rate of 4000 tons per day. While improving the

fleet over the last few years by adding a few Hitachi ZX 870's, the production went up to roughly 12,000 tons per day and with the addition of the EX 1900-6, a production of 19,000 tons per day could be feasible.

The location of the site is attached to the coast line of Mombasa. It stretches out at a total length of 14 kilometers and will give extra employment to some 1000 personnel.

With the addition of the large excavator EX-1900-6 to MCL's operation, the first step to a next future has been set to keep on reinforcing this cement production powerhouse.

Mombasa Cement Limited has an annual capacity of 1.8 million metric tonnes of cement and 1 million metric tonnes of clinker.

The products of MCL pass through round-the-clock stringent quality controls standards of both Kenya Bureau of Standards (KEBS) and international specifications. MCL prides on being awarded the superior Diamond Mark of quality certificate by the KEBS symbolising excellent consistent performance on quality and compliance to standards on all their products.



## GI Delivery in Sudan

Since February 2015 HMEC is engaged with TARA International who are having their North Sudan Headquarters in Khartoum in Sudan as their home base.

Under strong leadership Tara International who are enjoying a spotless reputation in the country are taking care of HCM with a good knowledge of after sales support. To improve the coverage Tara Int. in the last year organized a number of demonstrations throughout the country with the focus of the ZX 220LCH -GI excavators.

Inviting contractors from each region has given sales a healthy boost and via the word of mouth HCM are having a good reputation and an increasing market share. With a growing demand for construction machinery the future looks bright and also it has being recognized that higher specifications are increasingly being requested for and are getting more popular.

The ZX 220LCH-GI Features the key benefits of high quality, low fuel consumption, and high durability, all of which serve to ensure low running costs.

Some Unique selling point are more production less fuel, operator comfort, Simplified maintenance, the product has proven itself to be a through working horse.

With and increasing demand for quality excavators Sudan also is showing an growing interest of higher specs machines like 40 ton and higher.

Tara Int. upon request will happy to serve you on various questions coming from the Sudan Market and even more important to make you a tailor made proposal.





## Service mechanic competition 2018 in Dubai

The annual Hitachi Construction Machinery Middle East Corporation FZE (HMEC) service mechanic competition was held over the course of two days from June 27 to 28, 2018 in Dubai. Competitors representing six dealers - Al Fairuz, ASC, ENKA, MECET, Rock Plant and TARA - participated in the keenly contested event.

G.N. Murthy, Asst. General Manager at Al Fairuz and Wim Wim Aernouts, MECET General Manager rendered their services in the competition as attendants for their participating employees. The tasks consisted: basic knowledge of technical writing, and skills on actual machine and reporting tests. Sumesh MC, representing Oman dealer Al Fairuz, emerged the winner of the 2018 competition while participants from Qatar dealer ASC and Kenya dealer Rock Plant took second and third places consecutively.

HMEC President Toshitaka Uchida handed participation appreciation medals to all the competitors and awarded trophies for the winners during the award ceremony.

The 1st place winner Sumesh MC will travel to Japan in September 2018 to participate in the global service mechanic competition and will represent HMEC at the event.



HMEC President Mr. Toshitaka Uchida handing appreciation medals to all competitors



Mr. G.N. Murthy, Asst. General Manager at Al Fairuz, giving motivational speech about the event

### Winners

- 1st Place  
Center: Mr. Sumesh MC from Al Fairuz Oman
- 2nd Place  
Right: Mr. Anuraj Rajan from ASC Qatar
- 3rd Place  
Left: Mr. Depinder Kalsi from Rock Plant Kenya



Competitors and attendants group photo with HMEC managements and product support staff

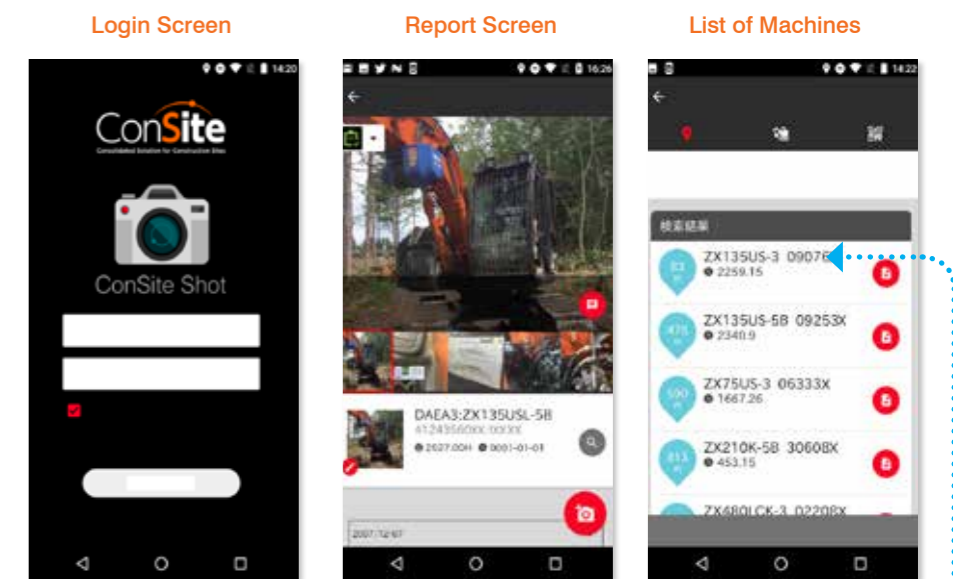
## Turkey wins award for innovative utilization of ConSite SHOT



ConSite SHOT, an official smartphone application from Hitachi Construction Machinery for making inspection at ease with inspection tool, is designed to support HCM dealers around the world and to thereby help boost Hitachi's service and genuine parts sales. As part of the promotional activity of the new tool, Hitachi Construction Machinery Middle East Corporation FZE (HMEC) has started a competition among service engineers as an incentive.

As part of this competition, Ozgur Ozalp, Service Engineer, ENKA İzmir Branch has been awarded a scale model of ZX200-5G, based on his dedicated work and achievements for spare parts and service sales activity in Turkey. He contributed to the Service and Parts Engineer (SPE) activity by utilizing Hitachi's new smartphone application ConSite SHOT.

From the field to office, this app offers a simple, innovative solution to complete the inspection process on the go, search machine and create visual inspection report with just a "click". According to Ozgur Ozalp, "Inspection has become a lot easier with the new application. While earlier, it took almost half a day to make the inspection and create a report at the



ConSite Shot, exclusively to support our ConSite contracted dealers around the world.



office, with ConSite SHOT, we can do the reporting in minutes. Conveying the inspection points to the customer in an easy way also increases their trust and confidence that the Hitachi service team is utilizing the latest technology during their daily work."

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same engineering excellence into our wheeled machines to give you high-quality equipment that you can rely on.

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## HITACHI SUMITOMO CRANE CHANGES NAME TO HSC CRANES

On April 1, 2018, a formal announcement was made by Hitachi Construction Machinery of a change in the company name and the new brand name of the former Hitachi Sumitomo Heavy Industries Construction Crane Co., Ltd. For fifteen years, Hitachi Construction Machinery's crane division and Sumitomo Heavy Industries Group's crane company had combined their areas of expertise, giving rise to Hitachi Sumitomo Heavy Industries Construction Crane. However, from April 1 this year, the name has been changed to Sumitomo Heavy Industries Construction Cranes Co., Ltd., now branded as HSC CRANES.

Making the announcement, Shogo Yokoyama, President, Sumitomo Heavy Industries Construction Cranes Co., Ltd., said, "From April 2018 we will head out a new chapter as a global expert in the field of cranes, devising solutions spanning design and manufacturing to sales and service. To better meet the needs of our customers everywhere around the world, we will set forth with a new company name:

Sumitomo Heavy Industries Construction Cranes Co. Ltd."



New logo:

The name 'HSC' is indicative of the company's inherent commitment, he added, explaining that 'H' stood for High-quality - Exceptional quality everywhere; 'S' represented Satisfaction - Continually and consistently meeting customer needs; and 'C' denoted Confidence - Further reinforcing relationships of trust.

Armed with these three key phrases, HSC CRANES endeavors to "deliver true satisfaction".

"Taking this opportunity of our new company name with new brand name, all members of the company will surely exercise best continuous endeavor to establish more perfect support to our products delivered to customers, and will try to contribute to customers with provision of our high quality and technology with products," he concluded.

## Dealer Locator

**BAHRAIN** - Yusuf Bin Ahmed Kanoo WLL  
Tel: 00973 177 38200  
<http://www.ybakanoo.com>

**EGYPT** - Orascom Trading  
Tel: 0020233452510  
<http://orascom-trading.com>

**ETHIOPIA** - Hagbes Pvt. Ltd. Co. (HCM Products)  
Tel: 00251 11 663 8647 / 9191  
<http://www.hagbes.com>

**IRAQ** - Savanna Group  
Tel: 00964 7400 215 577  
<http://savanna.com>

**JORDAN** - Integrated Automotive  
Tel: 00962 6 572 8400  
<http://www.ia-jordan.com>

**KENYA, TANZANIA, UGANDA** - Rock Plant Ltd.  
Tel: +254713544319, +254716900900  
<https://rock-plant.com>

**KUWAIT** - Boodai Trading Company Ltd. WLL  
Tel: 00965 248 43986 / 00965 248 41314  
<http://www.boodaitrading.com>

**LEBANON** - Middle East Development Co SAL (MEDEVCO), Medevco Bldg  
Jeita Main Road, Jeita, Keserwan  
Tel: +961 9 233550/1/2

**LIBYA** - Al Qima Heavy Machinery  
Tel: 00218 21 481 4831  
<http://www.qima.ly>

**OMAN** - Al Fairuz Trading & Contracting Company LLC  
Tel: 00968 2 461 48 62 / 00968 2 461 48 50  
<http://www.alfairuzoman.com>

**PAKISTAN** - Modern Motors (Pvt) Ltd.  
Beaumont Road, Karachi  
Tel +92 21 35680347, 35680544  
<http://www.mml.com.pk>

**QATAR** - Arabian Supply Center (ASC)  
Tel: 00974 44580623 / 00974 44580635  
<http://www.asc.com.qa>

**SAUDI ARABIA** - Rolaco Trading and Contracting  
Tel: 00966 12 2523456  
<http://www.rolaco.com.sa>

**SAUDI ARABIA** - Omar K. Alesayi & Co. Ltd.  
Tel: 00966 12 6448282  
<http://www.alesayi.com>

**SOUTH SUDAN** - Juba Auto Co. Ltd.  
Tel: 00249 156111340 / 00211 956799910

**SUDAN** - TARA International Co., Ltd.  
Tel: 00249 185 339524 / 00249 155 154408  
<http://www.tara.sd>

**TURKEY** - ENKA Pazarlama Ihracat Ithalat A.S.  
Tel: 0090 216 446 64 64 / 0090216 446 72 19  
<http://www.enka.com.tr>

**UNITED ARAB EMIRATES** - Hitachi Construction Machinery Middle East Corporation FZE  
Tel: 00971 4 883 3352  
<https://www.hitachicm.ae/>

**UNITED ARAB EMIRATES** - Middle East Crane Equipment Trading LLC  
Tel: 00971 2 681 5555  
<http://www.mecetrading.com>

**YEMEN** - Elhussaini Motors Agencies  
Tel: 00967 1 208 846 / 7, 537897

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