

MIDDLE EAST Earthmoving NORTH EAST AFRICA

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The Hitachi Construction Machinery Middle East Corporation FZE magazine



CUSTOMER VOICE: ROCK FALL CONTRACTING & TRADING W.L.L., QATAR

FEATURED DEALER: TARA INTERNATIONAL

MINEXPO: LAS VEGAS

EVENT: ADIPEC 2016-UAE

HITACHI

Reliable solutions

THE KEY TO A MAXIMUM UPTIME

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Hitachi Construction Machinery Genuine Parts

Hitachi Construction Machinery Middle East Corporation FZE



Hitachi Construction Machinery Middle East Corporation FZE
Tel. 00 971 (4) 883 3352, Fax. 00 971 (4) 883 3368
P.O. Box 61052 Roundabout 12 St. nr. 12403
Jebel Ali Free Zone Dubai, UAE
www.hitachicm.ae

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Editor: Hitachi Construction Machinery Middle East Corporation FZE: Piet van Bakergem
Writer: Sangeetha Swaroop
Graphic Design: Girish Parakkal
Printing: Brandtag
Photography: Machine Photographs: Glenn Blackburn-www.glennblackburn.co.uk, Girish

Head Office

Hitachi Construction Machinery Middle East Corporation FZE
P.O.Box 61052, R/A 12, Street No. 12403, Jebel Ali Free Zone, Dubai, U.A.E. Tel: 00 971 (4) 883 3352, Fax: 00 971 (4) 883 3368
Email: piet.bakergem@hmec.ae, Web: www.hitachicm.ae





Customer Voice: Rock Fall Contracting & Trading W.L.L., Qatar

A Trip to the "Earth Mover"

“ Being in the earthmoving industry where time is of the essence, we are also happy with the excellent international aftersales support that the HITACHI brand delivers. ”

Founded in 2010 in Doha, Qatar, with a vision to be “the industry leader and first choice provider of dismantling, demolition and excavation services”, Rock Fall Contracting & Trading W.L.L. is renowned for delivering innovative and cost-effective solutions for specialist earthmoving and civil engineering projects.

As one of the largest heavy/highway

contractors in Doha, RFC is well known as a multi-faceted excavation contractor and offers a full range of services including excavation, site development, demolition, rental equipment provider for heavy excavation and dumps, and also delivery and disposal of fill material.

Ongoing investment in the latest plant and equipment has helped maintain the Group’s position as a leader in the

industry. As specialists in all aspects of earthmoving and engineering, RFC has a wealth of knowledge and experience unsurpassed in the construction industry. Since civil engineering projects often involve major earthmoving works, RFC’s strength in specialist earthmoving has proven to be extremely valuable in managing contracts from design stage

through to the project’s timely conclusion, employing cost-effective engineering to ensure the project is completed on schedule and within budget.

Bulk earthmoving has long been one of RFC’s core activities. The Group has an extensive and well-maintained modern fleet of specialist earthmoving equipment

and has successfully completed a number of prestigious contracts. These include substantial works at international airports, many stretches of the national motorway network and several major retail developments.

It is RFC’s professional approach to site management that ensures that projects are controlled effectively. On-site teams consisting of trained and experienced managers and operators enable the Group to carry out projects according to customers’ requirements, on schedule and within budget.

As earthworks can make or break a project - being the most difficult part to predict - positive results can be attained only by employing a contractor with expertise in this area. RFC therefore prides itself on its talented workforce and extensive fleet of equipment that enables it to provide a broad scope of services to

a variety of clients in both the public and private sectors.

Established with a paid up capital of QR 2,000,000 by Mr. Shamas Gul through his founding company Sawabi Trading & Contracting, RFC’s commitment and dedication in fulfilling the growing demands in construction industry has seen it emerge as one of the leading heavy equipment providers and developers in the State of Qatar. Today, it specializes in earth works, leasing of heavy equipment and supply of construction materials as per client’s requirements in civil construction and infrastructure development works.

What therefore began as the dream of one man has now been transformed into the dream of many and over the years, RFC has promoted a culture of safety, teamwork and partnership, maximizing both value for money and client satisfaction.

The CEO of Rock Fall Contracting & Trading W.L.L., Mr. Shamas Gul has been involved in the earthmoving business since 1979 and has worked on major projects in Qatar and Pakistan. Mr. Shamas Gul, who believes that hard work and dedication are the only way to achieve success, ingrained the importance of discipline early on in life as he was born in a farming family as the son of a soldier. One of his favourite sayings and which he adheres to in his daily life is “If you can’t wake early and stand before your employees, it shows that you cannot be an earth mover”.

In the following interview, Mr. Shamas Gul describes how RFC’s trusting relationship with its dealer and reliance on HITACHI equipment has enabled it to grow as a true service organization by providing strong leadership and offering unmatched construction services in all areas of earthwork and site development.

Excerpts from the interview:

1. How would you describe RFC’s relationship with the dealer, Arabian Supply Center?

As the sole exclusive dealer for HITACHI Heavy Equipment in Qatar, Arabian





Featured Dealer: TARA International

Supply Center (ASC) is well stocked with all the required spare parts, variety of equipment and attachments to cover all requirements of earthmoving including digging, loading, carrying, breaking grabbing, cutting, crushing, screening, which are made available 24/7.

ASC's dedicated after sales support is remarkable as it has highly qualified and trained technicians and support personnel. The top management of ASC also has a better understanding of the increasingly diverse needs of customers in the global market place and they are well versed in current industry trends and marketplace requirements.

2. What is the value that the HITACHI brand of equipment brings to your fleet?

HITACHI heavy equipment is well known for its advanced technological capabilities that offer excellent performance and reliability across its wide range of leading-edge construction machinery. We have found that, when compared to other leading brands in the market, the operating cost for HITACHI is not only reasonable and cost-effective, but also that the machines are very easy to maintain as it follows a simple mechanical design.

Moreover, all our technicians are primarily from Pakistan and India and they have good knowledge about the technology of these machines. Being in the earthmoving

industry where time is of the essence, we are also happy with the excellent international aftersales support that the HITACHI brand delivers.

3. What are your expectations from the principals?

I believe that more interactions with customers to better understand the challenges they face in areas such as safety, the environment and economics will lead to greater enhancement of the relationship with our principals. Gaining a greater insight into the needs of each customer especially with regard to engine configuration and specifics will also be an added advantage.

4. What is the message you would like to give out to customers who have not yet incorporated the HITACHI brand in their fleet?



I would like to draw their attention to the fact that HITACHI has consistently striven to enhance the functions and performance of its machinery to keep pace with the evolving needs of different times, countries, and regions with an emphasis on efficiency, productivity and safety. As such, including the HITACHI brand in your fleet will give you operator friendly machines that are outstanding in performance and also available at reasonable costs. It also offers the assurance of timely maintenance with a qualified crew of technicians. The substantial saving you make over the lifetime of these machines by boosting productivity and reducing running costs will also ensure a high resale value.

In 2016, Rock Fall Contracting & Trading W.L.L., Qatar purchased 30 units of 20-ton excavators to be operated in strategic projects in Doha.

Tara International promises high-quality products and reliable services



Tara International Co. Ltd, the exclusive importer and distributor of Hitachi Construction Machinery in the Republic of Sudan, recently held an Open Day to launch the Hitachi ZX220GI machines to the Sudanese market. Tara International is confident that the GI machines will capture a sizeable market share in 2017, and the event was held with the participation of the HMEC team in the Sudanese capital, Khartoum, to help increase brand awareness and recognition amongst its clientele.

The HMEC Team assisted Tara international Co. Ltd. with the launch of the newly introduced excavator in the presence of a distinguished gathering of more than 100 customers and other invited guests. The large audience attending the event appreciated the novel features and offerings of the new product.

The Hitachi ZX220GI is a premium hydraulic excavator equipped with HIOS III technology that takes the Zaxis technology to the next level through its features and offerings and which also enable the customers in achieving significant savings in operating costs. Well known for its cutting edge technology, the GI series is also focused on quicker completion of work cycles through its increased

productivity ensuring that projects can be completed more speedily. Being a Hitachi product, the customers were assured of the commitment to high quality, durability, efficiency and cost-effective construction solutions of the showcased machine.

In addition, the machines are backed up with factory-trained service personnel and spare parts inventory, supported by a regional parts depot located in Dubai that will house the entire spare parts requirement of the region. As Dubai is known for its world class logistic services and is an important commercial hub of the Middle East, the customers are assured of timely delivery of cost-effective, high quality replacement parts utilizing efficient freight methods to ensure peak performance of the machine and to make certain that the construction project is on track.



Tara International is part of a large, family owned group of companies which covers a diverse range of industries including food production and distribution, dairy farming, fish farming, hospitality, catering, and construction. Its mission is to supply the market and its valued customers with high quality brands and products backed up by a first class after sales service.

"Our mission is to provide customers with quality products backed by service which is the number one in Sudan," said a representative of the company. From quick service to major mechanical overhauls, the Khartoum North head office of Tara International is capable of servicing more than 30 earth moving equipments a day, and the Field Service teams staffed with skilled technicians are equipped to handle light to medium onsite repairs.



Hitachi Sumitomo Crane Assembly & Commissioning: Egypt

Setting a new benchmark in increased efficiency

Orascom Trading Company, the Hitachi Construction Machinery and Hitachi Sumitomo dealer in Egypt, is one of the nation's largest general contractors that provide engineering, procurement and construction services on industrial, commercial and infrastructure projects in the Middle East, North Africa and Central Asia.

Along with the Sumitomo Crane support team, Orascom Trading Company was recently involved with assembling and commissioning of two units of Hitachi Sumitomo SCX1200-3 Model for the New Suez Canal extension project.

At \$8.5 billion in cost, the New Suez Canal Project is one of the biggest in the Middle

East region. The Suez waterway connects the Mediterranean to the Red Sea, providing the shortest sea link between Asia and Europe, and the new project has added a parallel shipping lane along a 35 km stretch of the canal.

On 3rd September 2016, two cranes of SCX1200-3 were supplied to the project contractor for the development of the new canal. HMEC and ORT assembled and commissioned the cranes beside the new canal. With maximum lifting load of 120 tons each on a 5m working radius and with 75 meter boom length, the machines are equipped with the latest technology and options provided by Hitachi Sumitomo to enhance the machine's sustainability, mobility, performance and safety.

These new models are designed based on the concept of 'reliability', the corporate mission of Hitachi, and offers unprecedented work precision and efficiency, and more than ample power for any job. Fitted with a Live-mast (instead of traditional A-frame) to enable easier assembly and disassembly, the SCX1200-3 also features a quick draw cylinder that allows for the self-installing/removal of heavy crawler side frames.

The counterweight self-assembly device has also been installed to make self-assembly easier, and to save time. The new reinforced crawler BOX shoes on the SCX1200-3 help in increasing bending strength while the engine idle stop helps reduce fuel consumption, increasing efficiency of the machine.

In addition, high-speed winching is made possible thanks to the ECO winch mode which allows for low engine speed under light loads.



3 YEARS warranty or 6000 hrs

HITACHI

Reliable solutions

Hitachi has introduced a three-year extended warranty scheme specifically for its range of new ZW-5A wheel loaders. Please contact local dealer in your country.

- ▶ Period - 36 months or 6,000 hours from delivery date
- ▶ Coverage - Powertrain only *
- ▶ Region - Gulf countries and East Africa

FOR WHEEL LOADER ZW180, 220, 310-5A



*Terms and conditions apply

POWERFUL • DURABLE • PROFITABLE

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Local Event: ADIPEC UAE

This group photo of MECET, HMEC and HSC management and staff was taken during ADIPEC to celebrate the signing ceremony between HMEC and MECET on 7th November 2016 in Abu Dhabi

Hitachi Construction Machinery appoints new UAE dealer

Hitachi Construction Machinery Middle East (HMEC) has appointed Middle East Crane Equipment Trading (MECET) as its dealer in the UAE with full responsibility for the sales and after sales services of Hitachi Construction Machinery as well as Hitachi Sumitomo Crawler cranes.

An agreement to this effect was signed by HMEC president Hideshima Sameshima and MECET director Jos Luyckx in the presence of HMEC general manager Piet van Bakergem and MECET GM Wim Aernouts on 7th November, 2016 at the Abu Dhabi International Petroleum Exhibition and Conference (ADIPEC) 2016, held in the UAE capital.

MECET, a 100% subsidiary of the Luyckx Group, was established in 1952 in Brecht in the province of Antwerp in Belgium. The knowledge, experience and skills that MECET has acquired over 60 years has made it the market leader in its home market where it excels in supplying machines for projects all around the world.

MECET is also well known for its outstanding after sales support and has an impressive stock of spare parts that will be available across the UAE to serve its customers around the clock.

"The company is scheduled to open its new one-stop 10,000 sq m facility in the

Dubai Investment Center near Al Maktoum International Airport for sales, service and spare parts by the end of 2017," said van Bakergem. "The capabilities of this new dealership are on a very high level as we are having a one-stop operation in the UAE after a long time."

"We are confident this union with MECET will reinforce our joint position in the construction machinery and crawler crane market for the UAE territory."

Elaborating on why MECET was chosen as the new UAE dealer, van Bakergem said that apart from having the right skill-set for the job, the choice was made owing to a combination of many factors.



Mr. Jos Luyckx receives the token from Sameshima san showing the Authorized Dealership for the UAE covering HSC and HCM products and services



Mr. Ito Masaya, Dept GM from HSC Japan hands over the special token as a sign of appreciation to Mr. Jos Luyckx



Signing of the agreement witnessed by Piet van Bakergem, GM of HMEC and Wim Aernouts, GM of MECET

"MECET has a great knowledge of the sector which, in this case, is construction machinery. They are up to speed with all the technical aspects. What also weighed in their favour is an understanding of the market, with a good network."

However, the most significant pre-requisite that made MECET the natural choice, he adds, is "their good after sales and support operations. This is because, selling a machine is one thing, but to maintain it in the right way is the biggest challenge. So when we look at partnerships, we look not only at commercial numbers but also cast a deep insight at the after sales part of the operations. Securing water proof after sales operations is therefore very important to us." Naturally, it was this ability to excel at the after sales side of the operation that clinched the deal for

Middle East Crane Equipment Trading (MECET).

According to Wim Aernouts, MECET GM, "Hitachi chose us for their UAE operations based on our background and our relationship with the brand in Europe. We have been the dealers for Hitachi Construction Machinery in Belgium and Luxembourg for more than 40 years and have also delivered a lot of machines to our network of international contractors, especially in the construction sector."

Elaborating on the support and services his company will provide in the UAE, Aernouts adds: "We will have our full technical team behind Hitachi. There will be at least six experts available on a daily basis to provide technical, troubleshooting and maintenance support to customers

on-site. We have an efficient sales force and in our premises at Jebel Ali, we also have our team handling spare parts, import-export - the whole gamut. We have a complete set-up to offer end-to-end solutions for Hitachi customers."

For a brand that prides itself on its track record of quality, this is precisely what Hitachi was looking for, says van Bakergem. "At Hitachi, the key to our success is the total cost of ownership. Many other manufacturers might compete with us with lower price tags, but five years down the line you will find that the investment on the Hitachi machine is a much better one. It would be wise therefore to invest in quality machines such as the ones we offer, rather than those that have very short life-cycles and problems in after-sales support."





MINExpo: Las Vegas

HCM showcases multiple technological innovations at MINExpo

Mining professionals from across the world got a close-up look at multiple technological innovations for Hitachi mining excavators and trucks at the MINExpo INTERNATIONAL® trade show held in Las Vegas in September, 2016.

The technological advancements showcased at the Hitachi Construction Machinery booth included everything from autonomous haulage, trolley truck technology and electric powered hydraulic

mining excavators to meet the increasing customer demand for solutions that lower operation costs and ultimately create more efficient operations.

The Hitachi Construction Machinery booth showcased a number of technology solutions and innovations designed to help mines become more efficient and productive, to improve operator safety and comfort and to reduce overall costs. The 22,400-square-foot "Hitachi to the Core" booth gave visitors a chance to

“ MINExpo is the perfect international stage to showcase Hitachi’s equipment, technologies and solutions, and we were honored to be part of this show featuring multiple technological innovations. ”



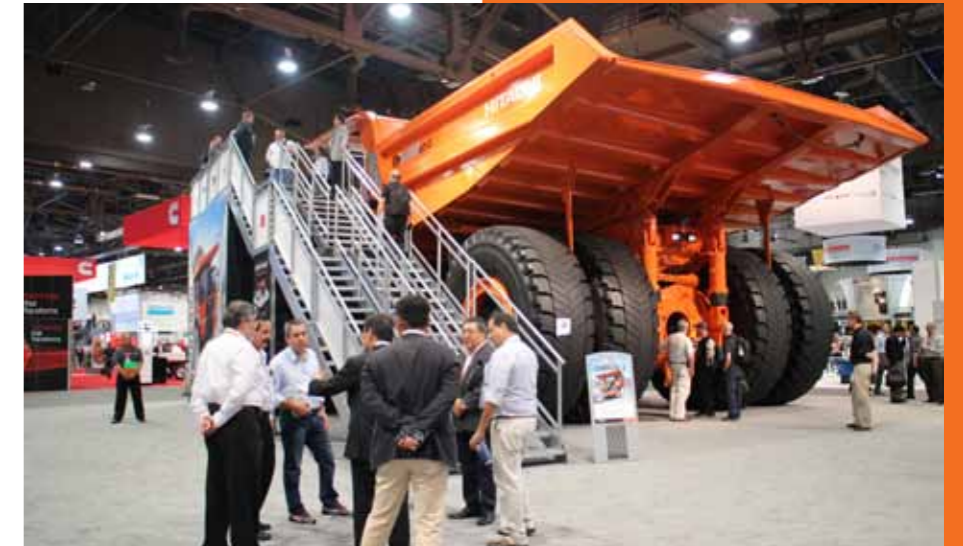
learn what Hitachi could do for their bottom line by getting up, close and personal with some of the most efficient, reliable and durable excavators and haul trucks at the show.

It also gave them an opportunity to meet with global product experts, taking the haul truck simulator challenge and more. The equipment, innovative technology and integrated solutions that mines need to utilize to reduce overall costs and optimize productivity were exhibited here.

Hitachi’s technology exhibits consisted of interactive visual displays and videos on the wholly Hitachi-built electric-powered Hydraulic Excavators and Hitachi Trolley truck solution utilizing DC-powered overhead lines, Aerial Angle with Object Detect Assist and Hitachi Drive Control System.

It also offered attendees a deeper understanding of its components including Hitachi’s Insulated Gate Bipolar Transistor (IGBT) inverter, alternator and wheel motor.

Visitors to the “Hitachi to the Core” booth were also given insight into the drive control system’s key features of slip slide control system, pitch control system to reduce bouncing/rebounding over bumps or uneven ground; and side skid control system to assist operators in turning the



truck and keeping it on the proper track in over- and under-steer conditions.

This complimented the Hitachi Ground Engaging Tools (GET), the EX5600-6 mining excavator and the EH4000AC-3 electric drive rigid frame hauler that were on display at the booth.

MINExpo International is the largest show of its kind in the world with an exhibition space of 74,000 square meters, and 12 indoor and outdoor halls featuring exhibits from more than 1,800 companies.

The 2016 edition was all about solutions; solutions that make it possible for the mining industry to capitalize on opportunities and meet the challenges of a rapidly changing world.

Machines on display @ MINExpo

EH4000AC-3
The EH4000AC-3 electric drive rigid frame hauler combines Hitachi’s time-proven truck technology with its newest and most advanced AC-Drive system technology.

EX5600-6
The EX5600-6 is a world-class mining excavator that will help you get more work done day after day.



Technological innovations on display

Apart from the equipment, Hitachi also highlighted a number of “smart iron” technology innovations designed to help mines become more efficient and productive. Examples of this include the company’s peripheral vision support system and its autonomous haulage and trolley assist technologies.

Autonomous haulage technology

Hitachi’s Autonomous Haulage System (AHS) leverages technologies developed for Hitachi Ltd.’s automotive and railroad solutions as well as Wenco’s fleet management and dispatch system to increase productivity and lower the total cost of ownership. The system features automated navigation and route optimization; the ability to negotiate traffic conditions; optimized accelerating, braking and steering control, site awareness and forward collision warning; and the Wenco fleet management system for overall supervisor control.

Trolley truck

Hitachi’s trolley technology utilizes DC-powered overhead lines to power trucks up hills. When the truck operator connects to the line, the hauler switches to trolley power, resulting in an increase in speed up the grade vs. engine power alone.

This increases productivity, lowers costs and reduces noise and diesel exhaust emissions.

Advanced AC-Drive System

Hitachi’s Advanced AC-Drive System propulsion technology outperforms previous systems through its simplicity, improved efficiency and enhanced dependability, resulting in some of the most technologically advanced Hitachi trucks on the market. The entire Hitachi AC-Drive system is designed, built and supported by the same company – Hitachi. As a result, the system delivers higher torque, faster acceleration, smoother retardation and lower operating costs.

Aerial Angle

The new Aerial Angle system enhances visibility for operators and alerts them

to objects in close proximity to the haul truck on job sites. It consists of two main components – a peripheral vision system with object detection technology and a forward collision warning system. The peripheral vision system offers an overview of the machine’s surroundings by composing images from four exterior cameras in real time while the truck is in stationary mode. The monitor displays objects in close proximity to the truck and highlights the image on the screen for the operator. The system also provides an audible alert to the operator.

When the truck is traveling, the forward mode leverages millimeter wave radar to detect objects and warn the operator of a possible collision based on the location of the object and speed of the truck. Operators are alerted to objects through audible sounds as well as flashing lights.



Featured Machine: Zaxis 220

A quantum leap into a new dimension of excavation work

Zaxis 220 unleashes its power

The new ZAXIS GI series from HITACHI takes the Zaxis technology to the next level through its industry-leading hydraulic technology and performance no other can beat.

The ZX 220 GI series comes with a powerful ISUZU engine delivering 168HP, the most powerful in its class, with impressive fuel economy and swift front movements. The Zaxis-GI series is optimized with Hitachi HIOSIII hydraulics (Human & Intelligent Operation System), which is the latest in Hydraulic Technology offering from Hitachi across the globe. Coupled with a powerful engine, this has helped in increasing fuel efficiency and provides swifter operations.

The rock-solid, reinforced front attachments; strengthened undercarriage; and sturdy upper structure leads to enhanced durability and reliability.

The remote Fleet Management system serves as the gateway for easy access to on-site machines through the internet. The operating information and machine working location adds value to the end user for optimal utilization of fleet and downtime management.

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>

IRAN - Arian Machinery
Tel +9821 445 60680
<http://www.arian-machinery>

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 - Rock Plant (Kenya) Ltd.
Tel: 00254 20 354 43 29
<http://www.rock-plant.co.uk>

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

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>

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
<http://www.hitachi-c-m.com/mideast>

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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Hitachi Construction Machinery Middle East Corporation FZE
Tel. 00 971 (4) 883 3352, Fax. 00 971 (4) 883 3368
P.O. Box 61052 Roundabout 12 St. nr. 12403
Jebel Ali Free Zone Dubai, UAE
www.hitachicm.ae

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