



LIFETIME EXCELLENCE

# UPLIFT

## 03/16

ISSUE 3, 2016

### A PALFINGER ASIA PACIFIC NEWSLETTER

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**ID:** PK 48002 MH assist in maintaining of power plants in Indonesia

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First batch of SPS 8000 ready for the market

PADI Marketing - Branding kit

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Bu Hai Yen

Dear Partners and Colleagues,

Time is running really fast and it is already time for our next Newsletter.

Palfinger Asia Pacific had a fantastic first half of this year and after a few slower month we can see some positive signs again.

We know that you all are fighting really hard and do not hesitate to ask us for help and support.

Do look forward to the continuous development in the Sales and Service departments, where we spend focus strongly on throughout this year

A lot of things will happen during the autumn, with product releases and the PAP Service Management Meeting in November as the main events.

I wish you all a successful 4th quarter!!!



**TOGETHER**  
**WE CARE**

PALFINGER ASIA PACIFIC SERVICE MANAGER MEETING 2016



**1**  
First PK  
165.002 TEC  
7 Handover  
Ceremony in  
Singapore

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MH assist in  
maintaining of  
power plants  
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**3**  
PALFINGER  
sticker on  
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Baggage Cart

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First batch  
of SPS 8000  
ready for the  
market

**5**  
PADI  
Marketing -  
Branding kit

## First PK 165.007 TEC 7 Handover Ceremony in Singapore

**Wong Fong Industries sold the first  
and the largest PK crane**

One of our long time user, Mr Ng Seng Cheh, Managing Director of Lie Yong Logistics & Engineering Pte Ltd, bought the first PK 165.002 TEC 7. Lie Yong Logistics focuses on transport logistics and heavy haulage in Singapore. Mr Ng had used PALFINGER cranes for more than 8 years. PK 165 will be one of his new add-ons to his fleet of 6-7 PALFINGER cranes.



Left to right: Mr Ng and Rommel Chan



Left to right: Rommel Chan, Mr & Mrs Ng, Alson Tan, Andrina Lee, Crystal Koh



## PK 48002 MH assist in maintaining of power plants in Indonesia

**First crane project for the end users**

We are excited to announce that PT Porter Rekayasa Unggul (PRU) sold to one of the biggest power plant in Java Island, Tanjung Jati, Indonesia.

They will use 6 units PK 48002 MH to do maintenance of the power plant. With the perfect combination of electronics and hydraulics system from PALFINGER;

Power Link Plus Double Linkage System and High Power Lifting System (HPLS), it is said that it was their first project in using a crane for the maintenance. They will installed the PK 48002 MH on the Volvo 8 x 4 axle truck. With this, PALFINGER had successfully entered another industry in Indonesia.





## PALFINGER sticker on Indonesia Airport baggage cart

Watch out for PALFINGER when you land on Indonesia, Terminal 3 Ultimate, Soekarno-Hatta Airport next time!!

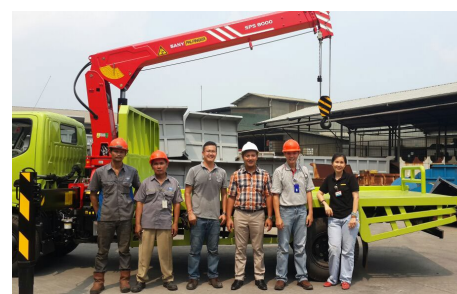


## First batch of SPS 8000 ready for the market

18 units of SPS 8000 for the Indonesia Oil and Gas industry

Following the new model launch of SPS 8000, the first batch of SPS 8000 are ready for the Indonesia market.

Thanks to PT FNF Trans Niaga, the first batch of SPS 8000 which consist of 18 units will be out on the road to serve the oil and gas industry in Duri, Riau, Indonesia.



Left to right: FNF Staffs together with Steven Chan and Nelly Mintarso



## PADI Marketing - Branding Kit

PAP dealers all up and ready for the branding of their own office

All dealers will have mandatory branding in their premises as part of the PADI program we had introduced at the beginning of the year.



Left to right: Asia Group office and meeting room in Malaysia



Right: Pinnacle office with Hook-loader roll up banner



# Events

1  
**PALTRONIC  
50 Training on  
EH crane**

2  
**Palcom P7  
and HPSC  
Training on  
SH crane**

3  
**PK 165.002  
TEC 7  
launching  
ceremony and  
Oktoberfest  
2016**

## PALTRONIC 50 Training on EH crane

The first PALTRONIC 50 training was held in Kuala Lumpur back in August this year. Our PAP Service team aims to hold a combine centralized training for our region dealers every year.

We have invited Mr Dominik Hirscher, one of our experienced trainer, from our Corporate Service Training Centre in Europe to hold the training for our Malaysia and Thailand dealers.

The aim of this training is to help the dealers to refresh on technical updates on PALTRONIC 50 on EH crane.

The training includes classroom theory and it will end with on-site hands on training.



Left to right(behind) : Nazri, Chong Ka Hin, Panuwat, Warasit, Rakpong, Alson

Left to right(front) : Ryan, Rommel, Naing Lin, Raja, Gan, Chan, Dominik



## Palcom P7 and HPSC Training on SH crane

**Specially conducted for upcoming SH  
market - Hong Kong and Singapore**

The second training conducted by PAP service department within a month. The aim of this training is to provide dealers update on PALCOM P7 and HPSC on SH crane.

In future, we will hold an annual training for different model for area dealer to attend.

Thanks to Wong Fong Industries, we have a theory class at the office and an on-site training for 2 days doing HPSC Calibration.



Service engineers hands-on session with Radio Remote control





# The debut of PK 165.002 TEC 7 in conjunction with PALFINGER Asia Oktoberfest 2016

Launching the biggest and first PALFINGER PK 165.002 TEC 7 Knuckle Boom Crane in Asia Pacific, and organizing the first ever PALFINGER Asia Oktoberfest event in Singapore

PALFINGER Asia Pacific and Wong Fong Industries, our Singapore authorized dealer, today proudly announced the launch of the first PK 165.002 TEC 7 crane in Asia Pacific the first ever PALFINGER Oktoberfest in Asia Pacific.

The PK 165.002 TEC 7 was officially launched and demonstrated by PALFINGER Asia Pacific's Vice President & GM of Sales and Service S.E.A., Mr Staffan Meijer, and Service Manager, Mr Steven Chan. Featuring the PALcom P7 Remote Control with P-fold and the new P-profile boom systems. Highlighting also PALFINGER's largest lifting capacity crane with a much lower crane dead weight and HPSC-Plus.

The launching ceremony was graced by many local press and media to witness this grand demonstration, which was emphasized with an opening speech given by Ms Low Yen Ling, Singapore Parliamentary Secretary, Ministry of Education and Ministry of Trade and Industry, and PALFINGER's representative, Mr Johann Königshofer, Chairman of the Board SPV & General Manager of Business Area Asia.

Concurrently with the launch of the PK 165.002 TEC 7 crane, Wong Fong also celebrated the completion of their new headquarters and service workshop.

The debut of the PK 165.002 TEC 7 ended on a high note with our Oktoberfest, with more than 300 guests dancing to the great Oompah music, savoring irresistible German foods and beers. Guests enthusiasm were kept high with traditional games, Hoop-a-beer, Hammerschlagen, etc. This is a new take on a product-launching event and an honor to have our event live on the local Singapore news with Mr Tharman Shanmugaratnam, Singapore's Deputy Prime Minister & Coordinating Minister for Economic and Social Policies.



## Featuring our Joint Venture: SANY PALFINGER (SPV) Equipment co.,Ltd

In this issue, we will be featuring Sany PALFINGER (SPV) Equipment co., Ltd, our joint venture with SANY. They will manufacture Knuckle Boom Cranes, Stiff Boom Cranes.

In 2012, PALFINGER Asia Pacific undertook a joint venture together with SANY Heavy Industry, China's largest manufacturer of construction equipment. The new company, Sany Palfinger SPV Equipment co.,Ltd develops and produces truck mounted knuckle boom, SPK, and stiff boom cranes, SPS, for the Chinese and international market.

We catch up with SPV core management individuals and it's vision, and what lead them to ace in the growing economy of Asia Pacific together with their vision for PALFINGER moving forward.



Image from palfinger.com

### 1. What is the culture like in SPV?

It is of joint-culture environment. Before, both western and eastern culture want to absorb each other and it caused a lot of conflicts. As time goes by, we work together very well and the whole company is just like a family.

### 2. What is your current mission statement?

Exceed customer expectations and lead the industry development to make SPV the leading company in truck mounted crane and special vehicle market.



**Kaiser Wang**  
SPV Equipment co., Ltd  
GENERAL MANAGER

Kaiser has the experience in engineering equipment for over 10 years. He started with Sany Group in 2008 as DGM, Manufacturing & Purchasing director in Mobile Crane BU before becoming the General Manager of SPV. Under his leadership, SPV had successfully entered into the truck mounted crane market, & become No 2 in the whole China market within 3 years.



**Mario Hufnagl**  
SPV Equipment co., Ltd  
DIRECTOR OF RESEARCH & DEVELOPMENT

Mario is responsible for the coordination of Product Development Projects and the representation of his department within the PALFINGER and Sany Organization. He will be establishing a highly flexible Stiff Boom Cranes series which will be a benchmark on a global scale. Mario started with PALFINGER 12 years ago with several roles from Project Engineer to Crane Design Consultant.



**Andreas Höllbacher**  
SPV Equipment co., Ltd  
PRODUCT MANAGER FOR KNUCKLE BOOM CRANE PALFINGER AREA ASIA AND SANYPALFINGER

Andreas is greatly involved in the Product Management and Development of Knuckle Boom Cranes for SPV series that will be producing in China. Using the synergies in his new responsibilities, he will also be the Area Asia Product Manager for PALFINGER Knuckle Boom Cranes producing in Europe. Andreas intend to combine the specific products demands in one product language to meet customer needs in the unique Area Asia.



**Simon Zhang**  
SPV Equipment co., Ltd  
SALES MANAGER OF ASIA PACIFIC

With Simon good understanding of the whole company and strong learning capacity, SPV had improve on the cooperation level with PALFINGER Asia Pacific and other dealers. The sales volume of SPV has been increased for over 400% in Southeast Asia market and he is always trying his best to make SPV to be a reliable partner for customers.



# Inside PALFINGER Asia Pacific

**1**  
PAP Mid-term  
Local Retreat

**2**  
Introducing New  
Staff Changes:  
Niki Laudag  
Bu Hai Yen

## PAP Mid-term Local Team Building

To reward the efforts of all PAP staffs and in conjunction with our 10th year anniversary, PAP management had initiated a Local Team Building to come together for an activity and dinner.



## Introducing New Staff Changes



**Niki Laudag**  
**PALFINGER ASIA PACIFIC**  
**HEAD OF BUSINESS DEVELOPMENT**  
**(INDONESIA)**

We are pleased to announce that Niki Laudag will join our company as a Head of Business Development, Indonesia effective from 1st July 2016.

Niki graduated with a degree in Economics Management (major in marketing management) from the University of Pelita Harapan. He held the title of Product Manager in his last employment with PT Netway, Indonesia, where he gained a wealth of experience and technical expertise in a wide range of lifting equipments. He was also heavily involved in developing strategies for market penetration and business expansion.

With Niki's extensive background and experience, we believe that he will be able to spearhead and execute our aggressive growth plans, and allow PALFINGER to establish a strong foothold in Indonesia. We look forward to his contributions to our success in this key emerging market.

Niki Laudag will be based in Jakarta, Indonesia and can be contacted via email at [n.laudag@palfinger.com](mailto:n.laudag@palfinger.com) and his contact number at +62 813 3125 6888.



**Bu Hai Yen**  
**PALFINGER ASIA PACIFIC**  
**TRANSLATOR & BUSINESS ANALYST**  
**(VIETNAM)**

We are pleased to announce that Bui Hai Yen has joined our company as Translator & Business Analyst for Vietnam effective 3rd August 2016.

Yen graduated from Coventry University with a master's degree with distinction in International Business. Prior to that, she has a degree major in International Studies from Hanoi University.

With Yen's previous work experience, she is exposed in translating (Vietnamese & English) as well as conducting research and analytic work.

Yen will work closely with the various stakeholders in PAP to ensure we continue to grow together as a team.

Yen will be based in Vietnam, and can be contacted via email [h.bui@palfinger.com](mailto:h.bui@palfinger.com) and her contact number at +84 9667 64158.