



LIFETIME EXCELLENCE

# UPLIFT

## 04/16

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A PALFINGER ASIA PACIFIC NEWSLETTER

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**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 3rd quarter!!!**

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# Business Updates

<sup>1</sup>  
Organization  
change at  
Palfinger Asia  
Pacific in  
Singapore

## Organization change at Palfinger Asia Pacific in Singapore

PALFINGER Asia Pacific announced the promotion of James Liu to General Manager, PALFINGER Asia Pacific (PAP). The announcement was made by Johann Königshofer, Chairman of the Board SPV and GM Business Area Asia.

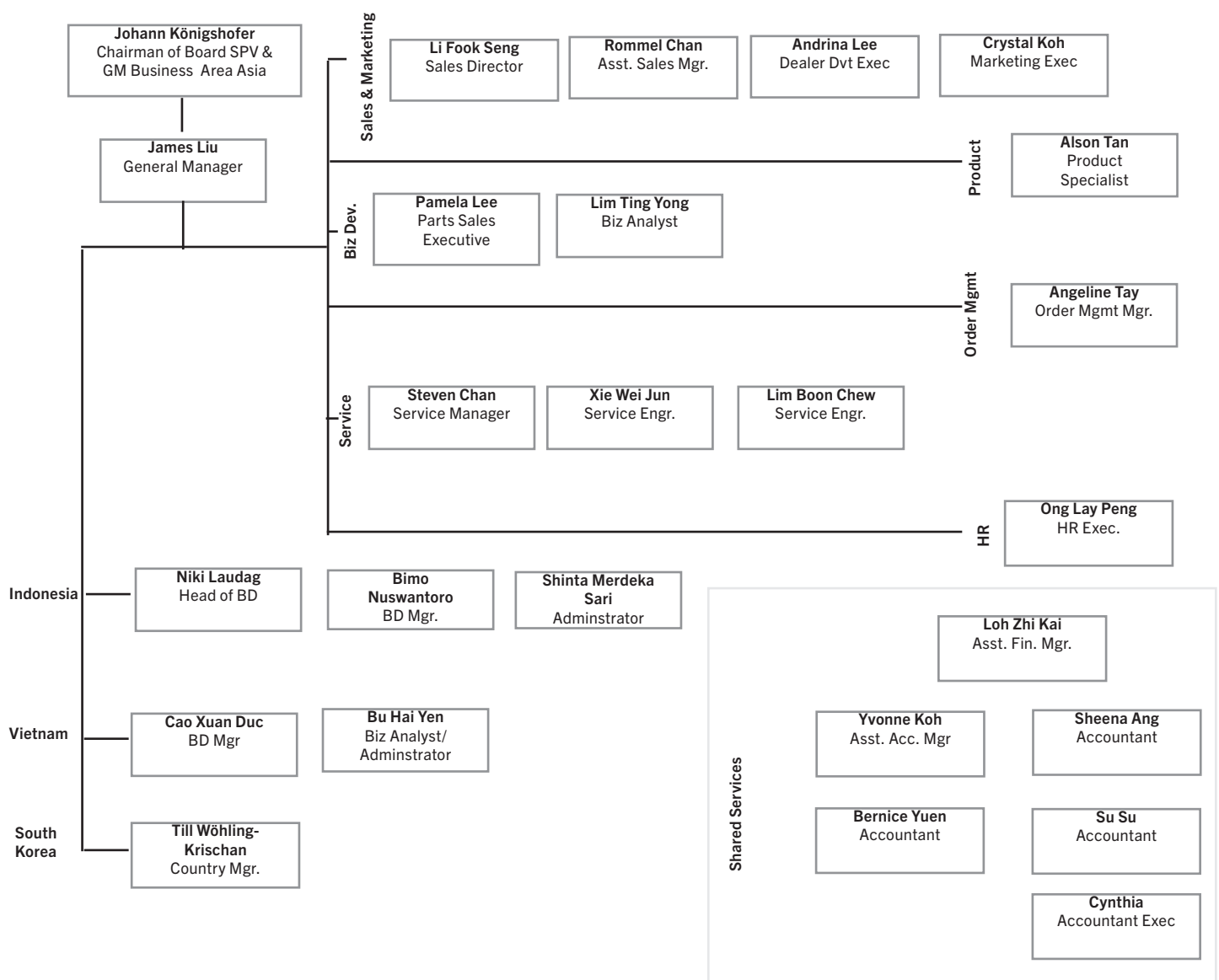
In assuming his new duties as the General Manager, James will oversee the growth in the business and expand our footprint with new strategies and products in the Southeast Asian region, making PALFINGER the number one in Asia.

Since joining PALFINGER in 2013, James has played an important role in introducing & managing the Shared Services for the Land & Marine Division in Singapore. As the Finance Director, James has been heavily involved in strategy & business planning, and the subsequent execution of development plans for PAP land-based business. He has also led several expansion projects across the region over the past year.

PAP would also like to thank Staffan Meijer for all his efforts and contributions in building our local sales and service organization. He has built a solid base for further growth. Staffan will now pursue a new role in PALFINGER EMEA, where he takes over the lead to develop our sales structure and organization in the Scandinavian countries as of January 2017.

Please join us in congratulating James on his promotion to General Manager and wishing Staffan all the professional and personal success for his new responsibility.

## PAP ORGANISATION CHART (2017)



## Palfinger Knuckle Boom Crane with Tyre Handler in Indonesia

PT Porter Rekayasa Unggul (PRU) sold PK 32080 to the Mining Industry

Other than the normal function in lifting goods, our PK 32080 A can be used for specialise lifting due to the addition of a removable special equipment - Tyre Handler. It will be using in the Mining Industry in South Sulawesi, Indonesia, purchased by our long time end user.



Left to right: PRU Staffs together with the operator

## #mypalfingerasia Photo Competition Lucky Winner

PAP would like to thank all for the amazing photos that have been submitted to us for this 3 months and now we will meet our lucky winner:

The winner goes to one of our long time end users: Mr Roy Chua, Operations Manager of Hup Meng Logistics Pte Ltd, Singapore.

Hup Meng has been a loyal fan of Palfinger since 1985. The first crane was mounted on bedford truck which has a lifting capacity of 3.5 tonnes which was a pre-owned unit from Austria.

Currently, on their fleets, they are using the series from- PK42502, PK50002, PK60002, PK85002, PK150002 series with PJ170 fly-jib attached together with customised Palfinger Marine winches with the support and crane engineering knowledge from Wong Fong Industries.

In Mr Roy's view ,over the past years, there is a big growth in Singapore's knuckle boom cranes scene,

bigger and better ergonomic cranes are being built and working in the market and it will be a great and exciting if Palfinger innovates and manufacture new crane models consist of great outreach and lifting capacity to cater more complex lifting operations.



Mr Roy Phua with our PAP representative, Rommel Chan



First Palfinger Crane owned by Hup Meng in 1985



# Palfinger supply to key power supply industries in Taiwan

**10 units of Palfinger Knuckle Boom Crane are ready for action**

Thanks to our Taiwan dealer, Ying Heng New Industries Corp, Palfinger manage to supply 10 units of PK 8500, PK 12000, and PK 15500. They are installed and ready to deliver to a state-owned public utilities supplier. Taiwan's market is growing increasingly competitively and we are looking forward to more milestones in Taiwan in 2017.



# New Dealership with Thang Long Construction Technology & Equipment

**Expanding into Vietnam market**

We are delighted to announce as of 22nd September this year, Palfinger Asia Pacific (PAP) signed a new dealership with Thang Long. They will focus on Sany Palfinger Knuckle Boom Cranes (SPK) and Sany Palfinger Stiff Boom Cranes (SPS).

This new dealership will allow both PAP and Thang Long to expand further together in the different industries in Vietnam. We are confident that the collaboration will continue to bring about mutual benefits in the years to come.



Mr Staffan Meijer together with Mr Le Manh Hung, General Director of Thang Long



Left to right: Bu Hai Yen, Cao Xuan Duc, Andrina Lee, James Liu, Staffan Meijer, Mr Le Manh Hung and representatives from Thang Long team

# First Service Training for Thang Long

**Thang Long first training on Sany Palfinger (SPV) cranes**

Upon the arrival of the first batch of SPK and SPS cranes arrive in Thang Long, our service team head to Hanoi, Vietnam to have a basic training course, installation, commissioning, Palipedia and service administration training. Most importantly the handover procedure for cranes to end user.

Furthermore, we conducted a simple basic troubleshooting on the new cranes so to equip Thang Long to provide after-sales servicing for the end users in future.



On site with SPK 23500 with PAP and Thang Long service team

# Events

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Factorytour  
at Lengau and  
Köstendorf

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Crane  
Symposium

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Meeting 2016

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Sany Palfinger  
Product Launch  
in Malaysia

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Featured  
interview  
with Syarikat  
Seng Brothers  
Construction

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Singapore  
Business Night  
2016

## Factory tour at Palfinger - Lengau and Köstendorf

**China Ascent Engineering (CAE) together with key customers from Hong Kong visit Palfinger factory**

CAE together with their key customers visited Palfinger key factory, Lengau and Köstendorf. The aim of the trip is to tour the factory and know more about how Palfinger manufacture the cranes from Mounting Competency Centre (MCC).

In addition, with the launch of PK 165.002 Tec 7 launch in Europe, CAE and the end customers can have the first-hand

experience operating the crane. It is a very fulfilling tour as they end it off with a local tour around Salzburg and Vienna.



CAE together with their key customers

## Singapore Crane Symposium

**Palfinger Knuckle Boom Crane is used to conduct pre-checking workshop for participants**

The annual Singapore Crane Symposium is held on 27th October 2016 organised by the Workplace Safety and Health (WSH) Council and the Ministry of Manpower (MOM).

The aim of this event is to highlight current and emerging issues related to crane safety and promote initiatives that build capabilities in the industry.

MOM will be sharing on the latest crane-related accident statistics and announcements and industry practitioners will touch on best practices and how companies can work towards ensuring zero crane accidents.

Thanks to Wong Fong Industries, we are able to participate in this event and together highlight the importance of safety during operation.



Mr Sam Tan, Minister of State, Prime Minister's Office & Ministry of Manpower attending the workshop conducted by Wong Fong Academy



Sharing of information from WSH Council and MOM to the operators



PK 34002 SH lifting 3 tonnes load during workshop





# Palfinger Asia Biennial Service Manager Meeting (SMM)

## Launching of SLD crane - PK 7.501 SLD 5 in KL

This year, the PALFINGER Asia Service Manager Meeting (SMM) 2016, brings together 19 PALFINGER dealers from 11 countries across the Asia Pacific, with representatives from PALFINGER AG, SANY PALFINGER, PALFINGER Platform Italy, PALFINGER Nantong, and PALFINGER Japan in Kuala Lumpur, Malaysia from November 8-11, at the Marriot Putrajaya Hotel.

Johann Königshofer, Chairman of SPV & Area Manager of Business Area Asia, kicked off the event with an insightful speech on the importance of Service. The SMM provided a service-intensive content presentation to our participants, with topics focusing on the latest technology innovation developments, product related updates, and a new modularized product and service training program.

In addition to the theoretical input about the features and innovations, the products were further demonstrated live with a hands-on troubleshooting session opportunity for all participants.

The SMM ended with an opportunity for all the participants to exchange their visions about how Service will be in the future.



SMM 2016 Group shot with the new launching crane



Exchanging valuable service information for all different key products



Sany Palfinger - SPK 42502 with SPS 50000



Balthasar Gwechenberger, Head of Palfinger Service kickstarting "Voice of Dealers"



Launching ceremony for PK 7.501 SLD 5



Aerial Platform - P240 A



"Voice of Dealers" workshop



Left to right: Li Fook Seng, Michael Liu, Panuwat Minchainant & Paradee Minchainant



Palfinger Knuckle Boom Crane - PK 88002



Left to right: Shinta, Bimo, Riza, Frans, Hafiz, Asri, Siswanto



Palfinger Asia Check in Area with PAP team



# Sany Palfinger Product Launch in Johor, Malaysia

## First Palfinger Crane Competition in Malaysia

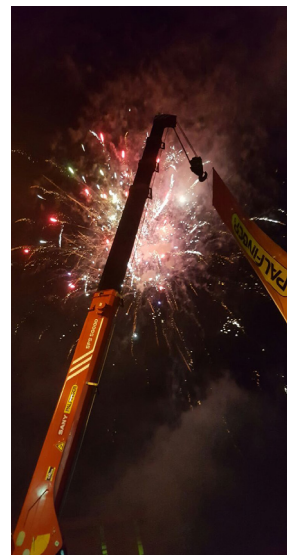
Before coming to the end of 2016, Palfinger Asia Pacific together with one of our Malaysia dealers, CE Asia Heavy Machinery Sdn Bhd held an official launch of Sany Palfinger Knuckle Boom Crane (SPK) and Stiff Boom Cranes (SPS).

The 4 models consist of SPS 50000, SPK 36080 MH, SPK 42502 MH and SPK 8500. The VIPs of the event include Wong Fong Industries, Mr Jimmy Lew, Executive Chairman of Wong Fong Industries Pte Ltd and Mr Staffan Meijer, Vice President and General Manager of Sales and Service for Southeast Asia Region Palfinger.

In conjunction with the product launch, there several lineup of activities taking place. We

kick start the event with a Crane Competition where we invited the local crane operators to take part to win attractive prizes. During the event, 2 local magazines - Asian Trucker and Truck and Bus specially came down to interview both Mr Jimmy Lew and Mr Staffan Meijer on what is the direction for both CE Asia and Palfinger Asia Pacific is taking in this coming year.

After that, we held a partner signing ceremony between CE Asia and one of their key customers, Syarikat Seng Brothers Construction. As the sun set, we enjoy the tasty local food truck from Lok Lok to Penang Laksa, and Nasi Briyani. We end the night with the amazing fireworks and a local band performance.



Spectacular fireworks to end the night



Custom-made CE Asia and Palfinger cupcakes



Mr Alif Danial Danish, winner of the Crane Competition



Crane stimulation during the event



On site of the Radio Remote Control Competition



CE Asia workshop according to Palfinger Service Workshop standards



Mr Staffan Meijer speaking on stage



Representatives from Wong Fong Industries, CE Asia and Palfinger Asia



Interview conducted by Asian Trucker & Truck and Bus



Mr James Liu, General Manager of Palfinger Asia with Mr Tan from Syarikat Seng Brothers



Mr Li Fook Seng together with one of the key customers of CE Asia



Partner signing Ceremony between Syarikat Seng Brothers Construction and CE Asia



# Featured interview with Syarikat Seng Brothers Construction

## One of the key customers of CE Asia Heavy Machinery Sdn Bhd

We sat down with the founder of the Syarikat Seng Brothers for a short interview on how they came to know of Palfinger and what's their interesting journey with Palfinger.

Syarikat Seng Brothers started off in 1974 with their father running the company in the excavator industry. The brothers, Mr Tan Poh Seang and Mr Tan Poh Keong took over in 1995 and expand to warehousing, transport logistics.

4 years ago, they know about Palfinger Crane thanks to CE Asia and their service centre in Johor. Previously, they used Mobile Crane for lifting and Truck lorry for transporting. With the introduction of Palfinger, they can combine a mobile crane with a truck lorry where it will save cost and cut down the lead time between transportation route.

They started off with one of the popular Palfinger Knuckle Boom Cranes - PK 32080. Moving on, now they have 20 cranes ranges from Palfinger to Sany Palfinger - SPK 36080, PK 32080 and so on.

Due to the expansion of the railway track from Singapore to Johor all the way to Kuala Lumpur, they see this as an opportunity to expand locally and increasing their fleet of Palfinger Cranes.

With the launch of Sany Palfinger, they have a choice from a higher range cranes to a lower range cranes where both Palfinger and Sany Palfinger can satisfy their requirements in the various industry.

Together, they looking forward to work together with CE Asia and Palfinger Asia Pacific and wishing to a successful 2017!



Mr Tan Poh Keong and Mr Tan Poh Seang

# Singapore Business Night 2016

## Organized by ST Kinetics with MAN Truck & Bus

Thanks to Wong Fong Industries, we are invited to participate in the annual Singapore Business Night 2016. Our Palfinger Knuckle Boom Crane and Hookloader mounted on the MAN Truck is on display for the whole event.



Guest at the Singapore Business Night with ST Kinetics, Man Truck and Bus, Wong Fong Industries and Palfinger Asia



Left to right: MAN Truck & Bus Representative with Mr Albert Lee and Mr Rommel Chan



Palfinger Hookloader with MAN Truck



PK 110002 SH with MAN Truck & Bus Flag

## Featuring our Dealers: Hong Kong - China Ascent Engineering

The third dealer featured will be China Ascent Engineering (CAE), our sole dealer in Hong Kong and Macau. They will distribute PALFINGER Knuckle Boom Cranes, Hookloaders, Aerial Platform and Epsilon.

PALFINGER & CAE has been working together for 13 years, since 2004. When PALFINGER's contract with Gentech Vehicle Engineering ended, China Ascent Engineering secured sole distribution rights to PALFINGER's products in Hong Kong and Macau.

We catch up with CAE on their long standing history in Hong Kong, and what lead them to ace in the growing economy of Hong Kong together with their vision for PALFINGER moving forward.



Image from discoverhongkong.com

### 1. How was CAE founded?

Before CAE was founded, founder of CAE, Mr. Bernard Hui was working as the senior management of a conglomerate motor group in Hong Kong which had handled the sales of PALFINGER's truck mounted crane in one for the subdivision. At that time, PALFINGER invited Mr. Hui to establish a single branded operation to handle PALFINGER's truck mounted crane. Therefore, CAE was founded. Since 2004, has increased the sales turnover by four times. In 2004, CAE was the first to bring electronic control crane to the Hong Kong market. In 2010, CAE was the first to bring in stability control crane.

### 2. What is the culture like in CAE?

CAE's culture is more of a family brotherhood atmosphere. Staff work closely together to solve all problems regarded to marketing, sales and after-sales service. We established good relationship with customer and end user directly.

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

CAE's current mission statement is to provide a one-stop solution for PALFINGER multi-product line to customer in Hong Kong.

### 4. Can you provide any insights into how CAE has grown into a successful company?

In the past decade, CAE struggled to be a competitive player in the Hong Kong truck mounted crane market mainly in two roles, knowledge and pricing. For knowledge, CAE focuses on market knowledge, product knowledge and technical knowledge, so that we can provide the best services and solutions to customers. For pricing, CAE always keep in mind to sustains a competitive pricing. As Mr. Hui always said, "We earn what we should earn, but not earn what we can possibly earn."

### 5. What is the future vision that CAE has with regards to PALFINGER products?

Foreseeing the upcoming generation transition, CAE's future vision on PALFINGER's products is not just about the products themselves. It is all about the solutions that the products bring upon to the end users.



Leighton purchase Palfinger Knuckle Boom Crane in 2011



CAE group shot in the office in Hong Kong



Hong Kong Police using Palfinger Knuckle Boom Crane



## Introducing New Staff Changes



**Bernice Yuen**  
PALFINGER ASIA PACIFIC  
ACCOUNTANT



**Sheena Ang**  
PALFINGER ASIA PACIFIC  
ACCOUNTANT

We are pleased to announce that both Bernice Yuen and Sheena Ang has joined our company as Accountant effective 21st November and 6th December 2016 respectively.

Bernice graduated from Singapore Management University with a Bachelor of Accountancy. She is also a member of Institute of Singapore Chartered Accountants (ISCA).

Prior to joining PALFINGER, Bernice worked as an Audit Senior at Deloitte & Touche LLP for 2 years. We are positive her strong accounting and audit background will add value to our Finance team.

Sheena graduated from Nanyang Technological University with a Bachelor of Accountancy (Honours). She is also a Chartered Accountant of Singapore. Prior to joining PALFINGER, Sheena worked as an Audit Senior at Deloitte & Touche LLP for 3 years. We believe that her strong accounting and audit background will add value to our Finance team.

Bernice will report to Yvonne, with a dotted line reporting to Zhi Kai, while Sheena will report to Zhi Kai. As a team, we will work closely with the various stakeholders in PAP to ensure we continue to grow together

**Bernice can be contacted via email at [b.yuen@palfinger.com](mailto:b.yuen@palfinger.com) and her contact number at +65 6591 9199.**

**Sheena can be contacted via email at [s.ang@palfinger.com](mailto:s.ang@palfinger.com) and her contact number at +65 6896 8027.**



**Shinta Merdeka Sari**  
PALFINGER ASIA PACIFIC  
OFFICE ADMINISTRATOR,  
INDONESIA

We are pleased to announce that Shinta Merdeka Sari has joined our company as an Office Administrator for Indonesia effectively from 5th October 2016.

Shinta graduated from Universitas Pembangunan Nasional major in Accounting. Prior to that, she obtained a degree major in Administration of Finance and Banking from Universitas Indonesia.

With Shinta's previous work experience, she is highly exposed to Finance and accounting in company such as PT Parazelsus Indonesia, Daewoong Pharmaceutical Co, Ltd and PT Haldin Pacific Semesta.

**Shinta will be based in Jakarta, Indonesia and can be contacted via email at [s.sari@palfinger.com](mailto:s.sari@palfinger.com) and her contact number at +62 21-29659303.**



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