

MIDDLE EAST Earthmoving NORTH EAST AFRICA

Issue 8 | April 2023

The Hitachi Construction Machinery Middle East Corporation FZE Magazine



AL FAIRUZ GROUP OF COMPANIES TURN 50

HITACHI WALK BEHIND ROLLER

14th MINING SHOW 2022

50 YEAR'S ANNIVERSERY AT BAUMA 2022 EXHIBITION

HITACHI

Reliable Solutions

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shows the best performance at various sites of quarry, mining, general construction, demolition and more.



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4. High pressure accumulator
5. Auto-lubrication system (option)

Okada Hydraulic Breaker



OKADA AIYON CORPORATION
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Breaker

TOP205J 18-26ton

Specifications

	Unit	TOP205J
Working Pressure	MPa	15~18
Oil flow Consumption	L/min	110~135
Frequency	b.p.m.	L 360~430
		H 500~560
Operating Weight	kg	1780
Overall Length	mm	2726
Working Steel Dia.	mm	135
Carrier Machine Weight Range	ton	18~26
Carrier Output Flow Range	L/min	140~210

The specifications of breaker are subject to change without notice. These numbers may be varied depending on the carrier machine condition and material.

OKADA AIYON CORP. Develops a variety of attachments, hydraulic breaker, concrete crusher, pulverizer, grapple and you name it, to be mounted on excavator, backhoe loader and skid steer loader and provides the solution in demolition industry, recycle industry, civil engineering, infrastructure construction and more.

We continue working to develop new technology and machine in demolition industry and are leading the industry worldwide.

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MURAT DANISMAN

Deputy GM for Mining Department & Parts Sales

As the newly appointed Deputy GM for Mining Department & Parts Sales of Hitachi Construction Machinery Middle East Corporation FZE (HMEC), I would like to first express my deepest condolences to all those who have lost loved ones or have been impacted by the devastating earthquakes in Turkey and Syria.

Post-pandemic, we are seeing increased government investments in infrastructure development and mega projects in the construction and mining industry in the MENA region. The demand remains strong, and customers seek more digitalized, reliable, green, and cost-effective solutions.

In such a climate, HMEC is evolving into a solutions provider. To cater to the needs of customers, we introduced our attachment products line up to the market, walk-behind rollers from HITACHI CAMINO, and the refurbished used HITACHI excavators. More products are in the pipeline as we aim to be a one-stop-shop for our customer base in the construction sector. Our customers in the coal mining sector are also very active. While many countries have turned to coal as a reliable source of heat and power amid recent energy security concerns, governments and mining customers are also seeking more sustainable and green solutions to reduce carbon footprint.

HITACHI has pioneered green solutions for the mining industry such as electric drive hydraulic excavators, trolley assisted dump trucks and fuel consumption tuning packages. The upcoming 100% electric dump truck will be another green solution for our customers. Other innovative solutions in the pipeline include autonomous excavators, autonomous haulage systems, advanced remote-control systems, and alternative fuel sourced equipment to achieve decarbonization goals.

In addition, HMEC's diesel-to-electric conversion kit solution is helping customers in construction, mining, and crane achieve their zero-carbon emission targets and reduce the total cost of ownership by eliminating fossil fuel usage for their operations.

The Kenkijin Spirit - built on the ideas of Challenge, Customer and Communication - is at the heart of everything we do at HMEC. We are facing challenging times; our competitors have new solutions, and our customers are more demanding than ever. Yet, we will continue to provide customers reliable and value-added products and solutions. We remain at their service.



Al Fairuz group of companies celebrates their 50th Anniversary

The Al Fairuz Group of Companies, the parent company of Al Fairuz Trading & Contracting Co. LLC - a leading supplier of construction equipment and trucks in Oman and one of the oldest dealers of Hitachi Construction Machinery, celebrated their 50th anniversary with a grand function held in Hotel Grand Hyatt Muscat on October 5, 2022.

The occasion also marked the completion of 45 successful years of association with Al Fairuz Trading & Contracting Co. LLC and Hitachi Construction Equipment, Japan.

The celebratory event was hosted under the auspices of His Excellency Dr. Khalfan Bin Saeed Bin Mubarak Al Shueili, Minister of Housing and Urban Planning. His Excellency Jota Yamamoto,

the Ambassador of Japan to Oman and several other dignitaries also attended the function.

Speaking on the occasion, Adil Al Fairuz, Chairman of Al Fairuz Group of Companies, said: "Although my late father Sheikh Salim Suleiman Al Fairuz started his business activities much before 1971, the company was registered only on 01/01/1971 under Commercial

this long relationship. He stated that Al Fairuz Trading & Contracting Co. LLC is the longest serving dealer for Hitachi in the Gulf region and due to their customer centric approach, has continuously achieved high customer satisfaction in after-sales service and support.

Al Fairuz Trading & Contracting Co., the flagship company of the Al Fairuz Group, deals in many world-renowned earthmoving and road building equipment and trucks. Al Fairuz Mining Co. LLC, Boats Manufacturing Co. Ltd, Oman Agri-Fertilizer Co. LLC, Modern Channels Services LLC, Al Fairuz-Korea, ALKC-Tanzania, Al Dhya Advances Projects, Jordanoor General Trading LLC, Dubai, Al Ghadeer Contracting LLC, are some of

the companies under the Al Fairuz Group. The Group has also partnered with many national and international companies like Larsen & Toubro, ECOVISION, Qurayyat Desalination SAOC, among others.

In a video depicting the 50-year-journey of Al Fairuz Group, Sadiq Al Fairuz, Managing Director, said: "Today we are celebrating the 50th anniversary of the establishment of the Group and this would not have been achieved without the support of our loyal customers and franchise partners." The event, which was well attended by over 400 guests, concluded with the Management of Al Fairuz Group felicitating both retired and serving employees, who completed 30 to 45 years of dedicated service with the company.

HDDP (Hitachi Dealer Partnership Program)

HCM and HMEC started HDPP (Hitachi Dealer Partnership Program). The first dealer was ALF; the 1st round was completed and improvement targets were set for the 2nd round. HMEC handed over the Certificates as an appreciation for this initiative from HMEC.



Registration No. 130, when official registration of companies commenced.

The progress and development of our company has been achieved with contributions from many Omani and expatriate colleagues and I thank each one of them for their efforts that have led to the success and progress of the Group."

Manabu Arami, President, Hitachi Construction Machinery Middle East Corp. FZE (HMEC), while acknowledging the 45-year-old relationship with Al Fairuz Group, thanked Al Fairuz for the support and co-operation extended throughout





Event: BIG 5 EGYPT

Event: Mining INDABA

Superior line-up of Hitachi products at 'The Big 5 Construct Egypt'

Hitachi Construction Machinery Middle East Corp. FZE (HMEC) and Orascom Services S.A.E., the exclusive dealer of HMEC in Egypt, participated in the biggest construction industry exhibition in Cairo, 'The Big 5 Construct Egypt', in June 2022, to showcase the extensive range of products and generate new business opportunities with potential clients at the three-day event.

Orascom Services S.A.E., a leading equipment imports, distribution and after sale services company, serves many vital sectors in the Egyptian market through its wide portfolio. Orascom's participation

at 'The Big 5 Construct Egypt' aimed to seize opportunities in Egypt's booming construction sector, following recent macroeconomic and structural reforms that are accelerating growth.

Infrastructure development is a top priority in Egypt, attracting investments of more than USD 215 billion in active projects. Steady FDI inflow is also backed by pro-business incentives making Egypt a destination of choice for businesses and individuals alike.

The 'The Big 5 Construct Egypt' exhibition served as a great platform for Orascom Services S.A.E. to network with decision

makers and industry leaders, and update visitors at its booth on the technological prowess and high-performance products that Hitachi is renowned for.

HMEC, a wholly owned subsidiary of Hitachi Construction Machinery Co. Ltd Japan, provides products and support for the mining, earthmoving construction, quarry, and forestry industries throughout the Middle East and North Africa region.

Over 14,000 visitors attended the event in the Egyptian capital from June 19-22 where more than 230 exhibitors showcased their products and services.



Hitachi presents latest technologies and services at Mining Indaba

Hitachi Construction Machinery Middle East (HMEC) presented a comprehensive range of its reliable solutions in innovative technologies and services at Mining Indaba held from 9-12 May 2022 in Cape Town, South Africa. For over 25 years now, Mining Indaba has served as an important connector for key players in mining throughout the world. It provides hundreds of companies and thousands of delegates the opportunity to interact with a focus on African commodities and their development.

A strong team of 18 crew was available with 2 shifts to support the show for four days. HCM staff from HCME, HMEC, HMAF, WENCO, GMD and others were representing their markets.

6500 visitors came from 91 countries and a lot of mining companies were part of it. A total of 201 leads were collected with a healthy outlook and all reinforced the fact that mining, currently for many reasons, is picking up.

Mines consist of an extremely wide range of facilities, equipment and machinery, including not only excavators and dump

trucks used at the mining site but also refineries, port facilities for loading products, and infrastructure for supplying power and water to each facility.

To increase the overall efficiency of mining operations, Hitachi produces the widest range of hydraulic excavators in the world, ranging from one-ton minis to 800-ton mining excavators. Every model delivers a smooth and productive performance and is comfortable, safe and reliable.

In addition, HCM also supplies wheel loaders, rigid dump trucks and other construction equipment for special applications. Hitachi Construction



Machinery thus continues to take on the challenge of providing new solutions that revolutionize mining operations and management by making effective use of the collective strength of the Hitachi Group.

The presence of Hitachi Construction Machinery at Mining Indaba along with its partners and dealers had a mutually beneficial impact on all the parties concerned. HCM is keen on attending future editions of Mining Indaba as it is eager to strengthen its relationships with prospective clients across the continent and to better meet the changing needs of the African mining community.

OPEN

Technologies
People
Solutions

Connected, Intergrated Equipment Site Wide

w Wenco[®]
Getting More Out of Your Mine



HMEC showcases advanced technologies at Future Minerals Forum 2023

Hitachi Construction Machinery Middle East participated in the Future Minerals Forum 2023 held from January 10-12 in Riyadh, Kingdom of Saudi Arabia, that attracted more than 6,000 visitors and 150 mining companies and connected global policy makers with investors and business leaders across

the mining value chain and its supporting industries.

HMEC's Saudi dealers Arabian Truck & Construction Equipment Co., Ltd. (ATEC), and Wenco participated as exhibitors at the event that offered unrivaled mining business in a dynamic set up.

On January 10, ATEC- HMEC kicked off their participation with a dedicated KSA customer event that featured several presentations and saw the presence of more than 200 people at the Four-Seasons Hotel. The forum, which showcased advanced technologies and innovations, and paved the way for the facilitation of new partnerships, attracted specialists, contractors, mine owners, etc from across the GCC and around the globe.

Through its participation, HCM Mining promoted strategic leadership and technical knowledge sharing with visitors at its booth. Amongst the prominent dignitaries who visited the HMEC booth was the KSA Minister of Mining.





Event: The mining show 2022

Hitachi Construction Machinery Middle East participates in 14th Mining Show 2022

At the 14th Mining show 2022 held in November at the Festival Arena in Dubai, UAE, Hitachi Construction Machinery Middle East showcased a selection of its leading-edge mining

machinery equipped with innovative technologies and proven, trusted design in collaboration with WENCO, a wholly owned subsidiary of HCM and a major innovator in mining technology.



HMEC-WENCO were among the 88 exhibitors at the flagship exhibition which brought together thousands of professionals from the regional mining, quarrying and mineral exploration communities. In total 3,808 visitors attended from 118 countries.

The two-day Mining Show was a huge success with more than 10 dealers from the UAE, Saudi Arabia, Kenya, Oman, Sudan, Kuwait, Turkey, and Egypt attending the event including staff of HCM Global Mining Department.

HMEC highlighted a range of ZERO emission machines for mines and quarries to meet the demands of companies looking for 'Green' technologies and solutions in the mining industry.

HMEC featured models from the EX-7 series (EX1200 / EX2000 / EX2600 / EX3600 / EX5600 / EX8000), at the event where an Ex 2000-7 LEGO model was a star attraction. A ZW310-5A wheel loader was also on exhibit at the entrance venue thanks to a partnership between HMEC and UAE distributor, Middle East Crane Equipment Trading L.L.C.





Tara International customer event

During the HITACHI Open Day held on 14 February 2023, Tara International Co. Ltd, the exclusive importer and distributor of Hitachi Construction Machinery in the Republic of Sudan, announced the launch of two new TATA-HITACHI crawler excavators for the Sudanese market.

The Construction Equipment division of Tara International introduced the new models of EX210LC super plus and EX215LC-SLR long reach excavator featuring enhanced cab design and

operator experience in addition to improved hydraulics' controls.

The special features of these customized and special machines were explained in detail by Partha Kar from TATA-HITACHI (THCM) Company. The launch event also witnessed a live demonstration of the EX210LC super plus to show the machine in action. Another stationary machine, equipped with an OKADA AI200- hammer breaker attachment, was available for customers to take a closer look.

The EX-super plus series incorporates Cummins 6BT5.9C and Kawasaki engines in the two models introduced for the Sudan market. Of these, Cummins engines enjoy a good reputation for their industrial application, including in power generation earth moving equipment.

Piet van Bakergem, GM Hitachi Middle East Company welcomed the distinguished guests at the event and highlighted the history and journey of Hitachi company, and the association with Tara International.

He said the continued success of the company reflected the exceptional support of Hitachi customers in the region

and thanked the HMEC Dubai office for their constant support. He said Dubai's excellent trade and logistics solutions have enabled HMEC to support all regional dealers in terms of parts supply from its state-of-the-art warehouse at Jebel Ali Free Zone (JAFZA).

The HMEC team networked with customers at the event who also got an opportunity to interact with Tara International and HMEC team during the Q & A session where their queries were responded to immediately.

Around 50 customers from different sectors attended the event, providing new sales leads for Tara International. Engineered to perform in various applications, the launch of TATA-HITACHI excavators is set to increase the company's market share.

The EX 210LC offers a range of key benefits including high quality, low fuel consumption, and high durability, all of which ensure low running costs.

This is made possible thanks to the machine's superior hydraulics, unparalleled versatility, and power optimization that offers a high return on investment.



Increased warehousing capacity

To continue to support and meet the business expansion needs of customers, now and in the future, and to ensure that logistics processes remain smooth and efficient, Hitachi Middle East Company (HMEC) has expanded its warehousing capacity with the addition of new racks in Annex Warehouse.

The new racks, installed in March 2022, will increase the capacity for storage of new and expanding range of product lines. The new racks will accommodate spare parts like Okada Breakers, Undercarriage

Ground Engaging Tools (GET) and accommodate more service parts orders. The operational improvements included the re-painting of safety markings on flooring in the expanded warehouse in October 2022. HMEC also added safety cones and signages and other safety measures including the addition of two forklifts.

Small Group Activity (SGA)

As part of HCM's annual Small Group Activity (SGA) to provide team-based improvement techniques to promote human growth, organisational growth and

corporate contribution, the 5th All HCM SGA Convention was held in November 2022 under the theme, "Workplace Safety by 5S and safety culture by Kenkijin".

The Seven Samurai Group, under the Hitachi Construction Machinery Middle East Corp. FZE Parts Strategy Department was recognized for promoting small group activities on a daily basis and was awarded the Excellence Prize by HCM President Kotaro Hirano. The award acknowledged the contributions of the Seven Samurai Group to the development of the company and the workplace.

At the invitation of HMEC, several Ethiopian and Omani dealers along with 4 customers paid a visit to the factory of Hitachi Construction Machinery Indonesia (HCMI) from March 7-10, 2023.

HCMI is one of Indonesia's biggest suppliers and manufacturers of excavators, employing 1,606 qualified staffs and producing 5,500 units of excavator a year.

The guests were very satisfied with the quality of the factory, which adheres to the "Made by Hitachi" promise of quality and superior excellence.

HMEC goes on a factory tour in Indonesia





“Ease of operation, comfort and high visibility are some of the key advantages of the HITACHI electric drive hydraulic excavators.”

HITACHI electric drive excavators: Cost-efficient, Zero-emission alternative

Ferit CELIK, Operations Manager at Çelikler Holding in Turkey, speaks about the transition to electric drive machines and the advantages these offer over conventional diesel machines.

What are the prime reasons for choosing HITACHI mining machinery?

Hitachi is a prestigious global brand, renowned for its technological superiority, reliability, and superior productivity. All Hitachi machines are known for their low operating costs, high efficiency, and ease of use. In addition, these machines also offer good fuel economy, have a low-down time and its spare parts are readily available.

What are the main reasons of choosing electric drive machines for your operation?

With the increasing population and industrialization, environmental hazards created by burning of fossil fuels are threatening our environment and lives. Since fossil fuels are an expensive source of energy and increases our carbon footprint, we have opted for electric drive hydraulic excavators in our operations to reduce our carbon footprint and minimize our running costs. At Çelikler Holding, we are transforming our existing mining fleet by switching to green solutions. Hitachi electric drive hydraulic excavators are a perfect fit for our operations and aligns with our future vision.

What makes ENKA a great sales and service provider for HITACHI machines in Turkey?

ENKA is a very experienced company in the mining business. They are a good solutions partner and have stood by us when needed. They offer great technical support and expertise, both before and after sales.

What is your annual overburden and coal production targets?

For 2023, our total overburden target is 120 million bcm (banked cubic meters), while we have a coal production target of 28 million tons.

What are your expansion plans for the year?

From 2022 to 2023, we have increased our total overburden target by 70%, from 70 million bcm to 120 million bcm per annum. This aggressive increase has been made possible only because of the support of a reliable machine fleet such as the HITACHI electric drive hydraulic excavators.

What feedback have you received from your operators for the HITACHI electric drive hydraulic excavators?

Ease of operation, comfort and high visibility are some of the key advantages of the HITACHI electric drive hydraulic excavators. Equipped with a powerful hydraulic system and high digging force, the excavators also have good maneuvering capabilities.

What feedback do you receive from your maintenance team for the HITACHI electric drive hydraulic excavators?

As HITACHI electric motor has replaced the internal combustion engines, maintenance is easy and takes less time. Also, the failure rates are low compared to conventional diesel excavators.

What are the three main factors that made you choose HITACHI brand?

The single most important factor for

choosing Hitachi is fuel efficiency and high productivity. Parts and service availability and the comfort and ease of operation are also contributing factors.

What are the main advantages of HITACHI electric drive hydraulic excavators when compared to conventional diesel type excavators?

Low running cost is a critical factor as the running cost difference between electric and diesel excavators are quite high in Turkey. Since fewer parts and less labor are required for operation, the maintenance costs are also very low. In addition, the electric drive excavator is easy to maintain as there are no air/fuel/oil filter change and engine oil replacement to worry about. The new machine has also eliminated all diesel engine related failures such as overheating.

You are running a coal mine. What are your thoughts about the future of coal mining?

According to the International Energy Agency (IEA) Energy Outlook, coal will be used as an energy source for another 20 years. IEA estimates that the increase of energy sources during 2018-2040 will be as follows: Coal 17.2%, Natural gas 48.1%, Oil 25%, Nuclear 32.2% and others 63.5%. This means coal production will still be in the picture for another 20 years' time.



3 YEARS
warranty
or 6000 hrs

Hitachi has introduced a three-year extended warranty scheme specifically for its range of new ZXW-5A series Wheeled Excavators. The package is available to customers with attractive price.

- ▶ Applicable Models - ZX170W-5A, ZX190W-5A, ZX210W-5A
- ▶ Period - 36 months or 6,000 hours from delivery date (whichever come first)
- ▶ Coverage - Powertrain only *
- ▶ Validity: Between April 1st, 2023 and March 31st, 2024 (Shipment from HCM, HCMC or HMEC Basis)



HMEC, Amadeus and ATS support the travel sustainability drive

Last 30 May 2022, HMEC selected personnel participated in the sustainability drive dubbed as "Amadeus and ATS Travel Go Green". It was held in Quest Adventure in Ajman, where everyone needs to use a Kayak to reach the area where planting of Mangrove Trees is done.

Mangrove trees are highly effective in storing carbon dioxide from the

atmosphere and are really necessary to fight climate change.

At the same time, it also provides essential habitat for thousands of species and stabilizes shorelines, preventing erosion and protecting the land.

This is HMEC's slight way of showing our commitment to support and doing our part in helping our environment.



WHEELED EXCAVATORS
POWERFUL | DURABLE | PROFITABLE



Used Machines with Hitachi quality

Hitachi Construction Machinery Middle East Corporation FZE is promoting its second-hand equipment. These Used Machines, imported from Japan, provide customers with peace of mind as they are guaranteed a high-quality machine with an approved Hitachi warranty from valuable dealers and traders.

give customers confidence in the quality and performance of their equipment. In 2022, HCME successfully sold large numbers of Used Hitachi Machines to valuable customers from Iraq, Kuwait, and Africa.

To view the wide variety of stock available for sale, visit: <https://www.hitachimused.com/>

Every Hitachi Used Machine undergoes a rigorous inspection and refurbishment process. This is carried out by an authorised Hitachi dealer using only Hitachi Genuine parts and lubricants, according to Hitachi specifications, to

To contact any of HCME's experienced sales team or to find any machinery, please contact on: Beyene.Melaku@hmec.ae, Mahmoud.Soliman@hmec.ae



ConSite

Consolidated Solution for Construction Sites

An extremely important factor for construction machinery is to not stop working on site. If machineries do stop working on site, operations obviously stop as well, severely impacting our customers' business. In order to prevent such situations, Hitachi Construction Machinery is strengthening its after-service system for maintenance. It is particularly important to diagnose the state of machinery and replace individual parts before they fail.

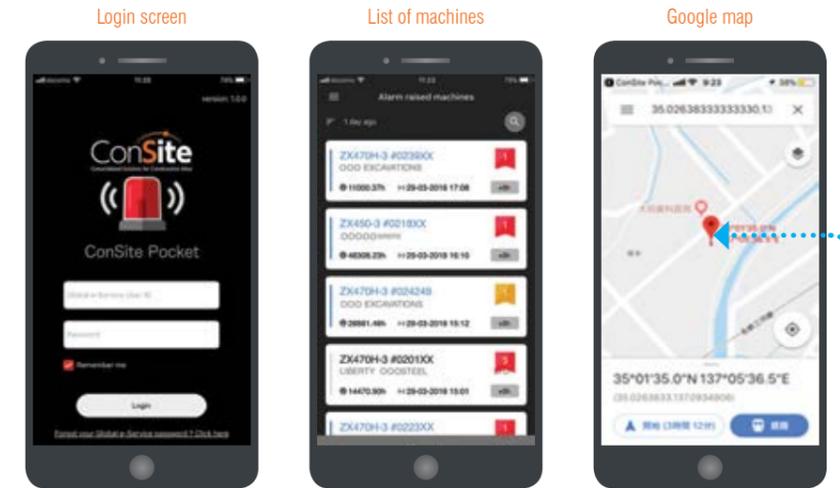
We offer Machine Touch Program/ Remote Machine management monitoring system "ConSite"/Genuine Parts and Remanufactured Partsetc, so that our customers can minimize machinery downtime and use their machineries in good condition and for a long time. HCM provides different options based on the performance and price desired, in order to provide thorough support for machinery from right after purchase to disposal.

ConSite periodic report service aggregates operation data and distributes via ConSite Pocket or email.

ConSite Pocket



- A mobile app for customers & dealers
- Get ConSite data report services on your smart phone
- Enable swift and smooth communication with customers



ConSite Pocket app can be used only by Depots, Dealers & Customers who have "ConSite Contract".

Find location of the machine in google map.



ConSite Pocket app can be used only by Depots, Dealers & Customers who have "ConSite Contract".

Hitachi Walk Behind Roller: The Undisputed Choice for Compacting Soil



Pursuing optimum operating performance and enhancing operability and safety, Hitachi Construction Machinery's lineup of Walk Behind Rollers are ideal for performing soil compaction jobs and spreading of a surface for use in road construction and paving work.

Unique, versatile and economical, the Hitachi Walk Behind Roller ZV550WL and ZV650W are both easy to operate and are also tough and reliable. Delivering high functionality and high quality, these machines are the best choice when it comes to compacting soil.

Durable Design

Designed for even the toughest of working conditions, the Hitachi Walk Behind Roller ZV550WL and ZV650W are durable and reliable. Both are built to last, with heavy-duty steel frames and reinforced plates. This ensures that the roller will perform even if used for extended periods of time.

The steel frames and reinforced plates also protect the machine from any possible damage, enabling it to keep running longer.

Powerful Performance

A reliable Kubota E75-E3-NB3 engine, delivering up to 4 kW (5.5 PS), boosts the powerful performance of the Hitachi Walk Behind Roller ZV550WL and ZV650W. This provides plenty of power to effortlessly compact soil, making it perfect for outdoor jobs. Furthermore, the machine has an operating speed of up to 3.7 kph, allowing you to get the job done efficiently.

Easy to Operate

Ease of operations of the Hitachi Walk Behind Roller ZV550WL and ZV650W is facilitated by a simple and intuitive control panel, with easy-to-read gauges and dials. There are also levers for controlling the engine speed and compacting force, which are both adjustable. This makes it straightforward to adjust the machine to suit different conditions. Large switches and bright LED headlights further improve operability.

Versatility

A reversible drum that enables the use of the Hitachi Walk Behind Roller ZV550WL and ZV650W for compacting both forward and backward make the machines highly versatile. This also makes them suitable for a wide range of soil compaction tasks, including paths, roads, and even driveways.

Equipped with a scraper protection mechanism, protective cover for hydraulic motors, detachable water spray nozzles, and an easily recyclable sheet metal cover, the machines aim to meet expectations for both users and service engineers.

- Durable Design
- Powerful Performance
- Easy to Operate
- Versatility

ZV-W Series Walk-Behind Roller

Are you looking for an impeccable machine to make fast work of your soil compaction jobs? The Hitachi Walk Behind Roller ZV550WL and ZV650W make an excellent choice. Not only are they easy to operate, they are also tough and reliable. Here's why they are the best choice when it comes to compacting soil.



	ZV550WL	ZV650W
Model	ZV550WL	ZV650W
Engine rated output	4.0 kW (5.5 PS)	4.0 kW (5.5 PS)
Machine Mass	565 kg	665 kg



3 YEARS warranty or 6000 hrs

Hitachi has introduced a three-year extended warranty scheme specifically for its range of new ZW-5A Series wheel loaders. The package is available to customers with attractive price.

- ▶ Applicable Models - ZW180-5A, ZW220-5A, ZW310-5A
- ▶ Period - 36 months or 6,000 hours from delivery date (whichever come first)
- ▶ Coverage - Powertrain only *
- ▶ Validity: Between April 1st, 2023 and March 31st, 2024 (Shipment from HCM, HCMC or HMEC Basis)



Growing appeal of Hitachi's PREMIUM and REFURBISHED USED machinery

To drive social and environmental value and to accelerate the transition to a circular economy, Hitachi Construction Machinery Group aligns its activities with a recycling-oriented business model that aims to provide good quality used equipment to help reduce lifecycle costs.

As a close and reliable partner of its customers, HCM offers used machine sales as part of its value chain businesses. Accordingly, HMEC provides PREMIUM and REFURBISHED USED machines in addition to its As-Is USED machines.

Premium and Refurbished Used machines undergo a rigorous inspection, performance check and refurbishment using Hitachi Genuine parts and lubricants to ensure a high level of quality, which are then offered to the customer at an attractive price.

'PREMIUM USED' is a product brand for used machines with warranty after satisfying set criteria stipulated by the HCM Group. 'REFURBISHED USED' is a product brand for used machines that undergo refurbishment and are certified

by HCM after satisfying set criteria stipulated by HCM Group.

Apart from these benefits, Refurbished and Premium Used also provide several advantages to clients in the form of low cost of ownership, short delivery times, low logistics costs, reduced depreciation cost, reduced insurance cost, low transportation cost, and more.

Other advantages for consumers of PREMIUM and REFURBISHED USED are the significant product differentiation when compared to that of other used suppliers and the increased sales opportunities resulting from high-quality machinery

as it penetrates a new customer base where the demand for used and cheaper machines are high.

Refurbished and Premium Used also lead to higher resale value that further generates more income, enhances brand image, and leads to a significant increase in sales of Hitachi parts, lubricants, and other services.

Hitachi's Refurbished and Premium Used machines are reliable, ready to use, and look brand-new. The attractive price and the need for lower investments when compared to a new machine also make these very appealing to the consumer.



WHEEL LOADERS

POWERFUL | DURABLE | PROFITABLE

"At Bauma this year with an array of 20 construction machines on display - including four new zero-emission excavators."



Event: **bauma 2022**



Hitachi Construction Machinery celebrates 50th Anniversary at Bauma 2022

Hitachi Construction Machinery Middle East Corporation FZE participated at Bauma 2022 in Munich, Germany, with Hitachi Construction Machinery Europe. At the biggest show of the year for construction machinery, HCME welcomed visitors from Middle East and North Africa who visited the booth where 20 machines were on display.

featuring the latest technology that supports Hitachi's net zero vision. These included four new zero-emission excavators: the ZX23U-6EB, ZX55U-6EB, ZX85US-6EB and ZX135-7EB. Capable of operating with lithium-ion batteries or cable, these machines are quieter and require less maintenance than diesel-powered alternatives.

Prominent visitors from the region included Arabian Truck and Construction Equipment from the Kingdom of Saudi Arabia, Orascom Services S.A.E from Egypt, Rock Plant from Kenya, and Enka from Turkey, amongst a host of other dealers and distributors.

Two new compact Zaxis-7 excavators, the ZX85US-7 and ZX85USB-7 also made their European debut at Bauma 2022. These machines deliver exceptional power, comfort and versatility.

A unique highlight was the specially refurbished UH04 model from 1976. This symbol of Hitachi's heritage in manufacturing hydraulic excavators has become globally renowned for reliability.

On display were the latest models of the EX-7 Series and electric excavators



HSC reveals zero-emission solutions at Bauma 2022

Sumitomo Heavy Industries Construction Cranes Co., Ltd. (HSC) partnered with sister-company, Link-Belt Cranes, to exhibit at bauma 2022 in Munich, Germany.

engine that meets EU Stage V emission standards for the highest level of clean running performance; SCX800A-3 electric crawler crane, one of the first models in the industry to meet EU Stage IV/U.S. Tier 4 Final exhaust gas emission regulations; and HSCX1500GLS-E electric piling rigs, engineered and developed by Hillcon Piling Equipment from the Netherlands in joint collaboration with HSC who has provided the base machine for the electrification project. HSC also showcased its battery drive-type electric models at bauma 2022.

USA-headquartered Link-Belt Cranes is a leader in the design and manufacture of telescopic boom and lattice boom cranes for the construction industry worldwide. Held in October 2022, bauma, the world's leading trade fair for the construction machinery industry welcomed more than 495,000 attendees representing over 200 countries and offered the international industry a platform for profitable innovations and cross-border exchange.

Masao Lioka, engineering manager of the Middle East in HSC, said: "At the 2022 edition of bauma, European customers were more noticeable than at the previous editions, which had more customers from the Middle East, and Asia. Customers were interested in electric cranes and electric foundation machines, and this has reaffirmed the importance of providing environmentally friendly machines."

At the event which focused on digitalization and sustainability, HSC showcased three models and received plenty of positive feedback and interest from customers all over the world. These include the Crawler Crane "SCX1800A-3", powered with a new-generation Cummins B6.7





HMEC enriches sales support activities with Value Based Sales Training

Hitachi Construction Machinery Middle East Corporation FZE (HMEC) equipped 53 participants from 22 countries with the sales skills, techniques, and strategies to transform themselves into top performing sales professionals with cutting-edge training in Value Based Selling.

The 53 participants were selected by 9 dealers from 22 countries under the purview of HMEC. The training was given in 3 different languages - Arabic, Turkish and English. Led by an expert trainer, the virtual training was held at two-week intervals. Participants were given relevant self-study online modules after

each training and had to complete the necessary assessment during a specified time frame.

Through the Value Based Selling training, HMEC aims to teach participants a unique sales methodology that focuses on how the product or service will provide value to the customer instead of focusing on the price or the product. Unlike the traditional sales approach, VBS shifts focus from the product to the customer and helps sales teams stay competitive and relevant while also providing value to customers.

The training commenced in May 2022 and through a set of 6 online modules,



participants gained practical knowledge to create sustainable change and growth. The 6 modules were titled: Understand and approach to the market; Target the customer; Meet the customer; Propose to the customer; Closing the deal; and Support the customer.

During the training, sales representatives from different countries with varied backgrounds and expertise share their experiences in discussion groups. Following the completion of the 3rd module, the DISC (Dominance, Influence, Steadiness, Conscientiousness) Assessment tool was implemented to help improve teamwork, communication, and productivity in the workplace.

All participants who completed all the online self-study modules and scored 80% and above were awarded with certificates. These were handed over by HMEC executives during their dealer visits.



HITACHI

Reliable Solutions

WHEREVER THERE ARE PRODUCTS TO SUPPORT, PARTS TO DELIVER OR OPERATORS TO TRAIN

YOU CAN FIND US

Efficiency | Reliability | Durability

Z/IS Empower your Vision.



LEGO Model of the EX2000-7

Lego model handover

HMEC decided to honor Mr. Hasmukh Patel, owner and director of Mombasa Cement Limited, with a LEGO model of the EX2000-7.

Since Mombasa now has a fleet of 60+ machines and Mr. Patel is already the proud owner of a Mini Model Museum Rock Plant. The new LEGO model is an added attraction to this unique collection.



Mombasa Cement gives back to society

Mombasa Cement Limited owner and director Hasmukh Patel is a billionaire philanthropist who works to uplift the Mombasa society.

He spends about 3 million dollars every month to offer permanent homes to 1,600 disabled individuals. He also offers help to every child who is left behind by asylum seekers from South Sudan. Around 150 supporters are at the service of the beneficiaries 24/7 and throughout the year.

Under a feeding programme initiative, he provides meals to over 42,000 poor individuals daily from 7am until 11pm. He also provides mineral water to meet the needs of vulnerable residents in the city. Hasmukh Patel has opened a school that provides basic needs and education to over 5,000 pupils. This initiative receives support in the form of wheelchairs and other necessities from like-minded individuals around the world.

Mombasa now has a fleet of 60+ machines and HMEC is proud to be associated with him via Rock Plant Kenya and is in full support of his CSR projects.



Rock Plant Tanzania Ltd. inaugurates new headquarters in Tanzania

Rock Plant Tanzania Ltd. marked the Inauguration of their new headquarters in Dar Es Salaam, a major city and commercial port in Tanzania, on 23rd February 2023.

The celebratory event commenced with Rock Plant Tanzania Ltd. hosting "The Explorers Club" in Dar Es Salaam on the eve of the inauguration. Approximately 200 miners participated in the event, which is the highest number of attendees ever in years.

Rock Plant Tanzania welcomed the HMEC team from Dubai comprising of President

Arami Manabu together with his team Piet Bakergem, Subhash Meethaleveetil and Murat Danisman.

The Tanzanian Construction and Mining Market is showing solid progress. Big deposits of Coal, Lithium, Graphite, Copper, and Nickel have made Tanzania one of the most interesting mining countries in the world today.

Several upcoming infrastructure projects are further accelerating and enhancing the growth of the mines and improving logistics operations in the country.





Hitachi Construction Machinery Middle East Corporation FZE (HMEC) is introducing new hydraulic attachment series from RIPPKO (powered by KEMROC).

You name it, we cut it !!!

Utilizing the German design and manufacturing, RIPPKO attachments are robust and strong with more than 20 years' of experience in the market. The highest level of quality, reliability and efficiency is guaranteed when you couple your HITACHI excavator with a RIPPKO cutter attachment.

HITACHI hydraulic power and RIPPKO cutting technology are a perfect combination for your job. Steel, concrete,

rock, wood – wherever RIPPKO cutter attachments are used, the material is removed safely and accurately. Together with our customers, HMEC continues to be a solution provider for every challenge in the industry.

For all your special applications such as trenching, cable trenching, demolition, renovation, foundation, drilling, tunnelling, quarrying or mining, we have the right tool for it.

Some of the very popular attachments we provide are rotary drum cutters, chain cutters, rotary drum cutters with spur gears, longitudinal cutters, chain trenchers, cutter wheels and auger drives.

HITACHI and RIPPKO are here to provide you with the right solution for your application.

For more details, please contact the HMEC team.

Mining Operation Promoter Award for ENKA



Onur Eroglu of ENKA has received the first-ever award for outstanding performance in mining special inspection activities. Recognized for his achievements in the first half of 2022.

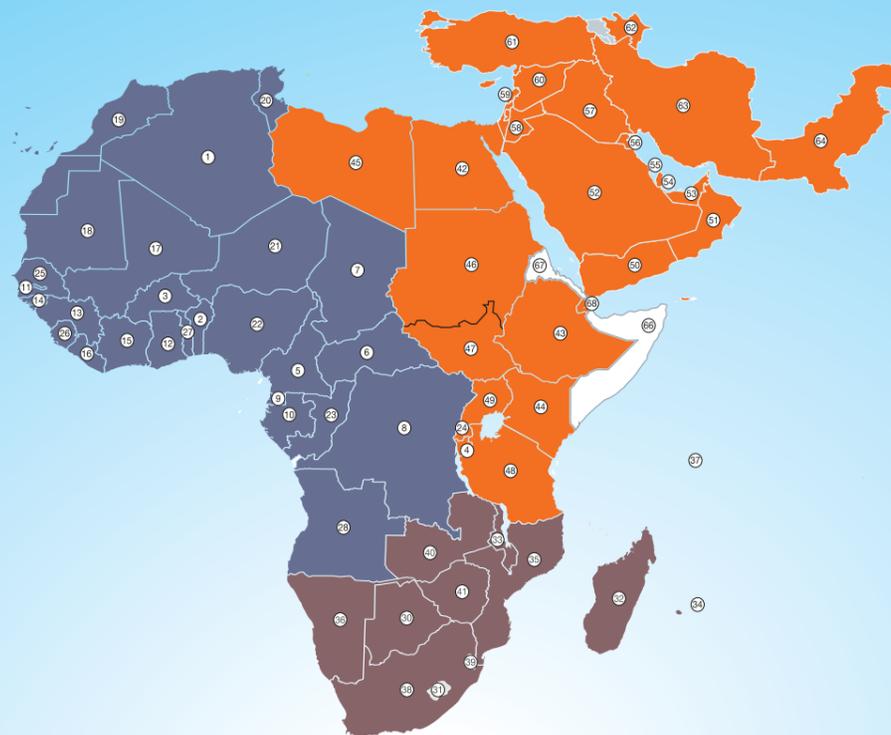
The award was presented by HMEC President Arami Manabu.

Among other dealers with mining machines, ENKA ranked Number 1 for submitting special reports to HCM MOP, for the period April - September 2022.

Onur Eroglu created these reports through ConSite Mine Shot app. For his achievements, he received a plaque and an EX8000 scale model.

Middle East and Africa Distribution Network

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Hitachi Construction Machinery (Europe) NV

- | | |
|--------------------------------|----------------------|
| 1 ALGERIA | 15 IVORY COAST |
| 2 BENIN | 16 LIBERIA |
| 3 BURKINA FASO | 17 MALI |
| 5 CAMEROON | 18 MAURITANIA |
| 6 CENTRAL AFRICAN REPUBLIC | 19 MOROCCO |
| 7 CHAD | 20 TUNISIA |
| 8 DEMOCRATIC REPUBLIC OF CONGO | 21 NIGER |
| 9 EQUATORIAL GUINEA | 22 NIGERIA |
| 10 GABON | 23 REPUBLIC OF CONGO |
| 11 GAMBIA | 25 SENEGAL |
| 12 GHANA | 26 SIERRA LEONE |
| 13 GUINEA | 27 TOGO |
| 14 GUINEA-BISSAU | 28 ANGOLA |

Hitachi Construction Machinery Middle East Corporation FZE

- | | |
|----------------|---------------|
| 42 EGYPT | 61 TURKEY |
| 43 ETHIOPIA | 62 AZERBAIJAN |
| 44 KENYA | 63 IRAN |
| 45 LIBYA | 64 PAKISTAN |
| 46 SUDAN | 66 SOMALIA |
| 47 SOUTH SUDAN | 67 ERITREA |
| 48 TANZANIA | 68 DJIBOUTI |

Hitachi Construction Machinery Africa (Pty) Ltd.

- | | |
|-------------------------|-----------------|
| 49 UGANDA | 30 BOTSWANA |
| 4 BURUNDI | 31 LESOTHO |
| 24 RWANDA | 32 MADAGASCAR |
| 50 YEMEN | 33 MALAWI |
| 51 OMAN | 34 MAURITIUS |
| 52 SAUDI ARABIA | 35 MOZAMBIQUE |
| 53 UNITED ARAB EMIRATES | 36 NAMIBIA |
| 54 QATAR | 37 SEYCHELLES |
| 55 BAHRAIN | 38 SOUTH AFRICA |
| 56 KUWAIT | 39 SWAZILAND |
| 57 IRAQ | 40 ZAMBIA |
| 58 JORDAN | 41 ZIMBABWE |
| 59 LEBANON | |
| 60 SYRIA | |

Dealer Locator

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

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

BURUNDI - Hitachi Construction Machinery Middle East Corporation FZE
Tel: 00971 4 883 3352, <https://www.hitachicm.ae/>

EGYPT - Orascom Services
Tel: 0020233452510, <http://orascom-trading.com>

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

IRAQ - CIHAN Motors Automotive Trading Co., Ltd., Kurdistan, Tel: +964750 587 1212
<https://cihanmotors.com/>

IRAQ - NTAC- Al Nuwaira Trading Agencies Company, The Republic of Iraq, Tel: +9647901190032, <https://al-nuwaira.com/>

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

JORDAN - Hitachi Construction Machinery Middle East Corporation FZE
Tel: 00971 4 883 3352, <https://www.hitachicm.ae/>

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

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

PAKISTAN - EEC-Electronic Engineering Company
Tel: +92 320 550 2444, <http://www.eecpl.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>

RWANDA - Hitachi Construction Machinery Middle East Corporation FZE
Tel: 00971 4 883 3352, <https://www.hitachicm.ae/>

SAUDI ARABIA - Arabian Trucks & Construction Equipment Co. (ATEC)
Tel: +966 114477748, Mob: +966 506620348
<https://www.atec.com.sa>

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>

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

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

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

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