



LIFETIME EXCELLENCE

# UPLIFT

## 01/17

ISSUE 1, 2017

A PALFINGER ASIA PACIFIC NEWSLETTER

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**Dear Partners and Colleagues,**

**I would like to start by thanking all of you for the hard work and dedication to grow the PALFINGER business. Q1 2017 has been a challenging quarter for all of us. Our weak order backlog at the start of the year resulted in a 27% decline in sales against 2016 Q-O-Q. The traditional slow start of the year, coupled with political uncertainties and intensified competition, also resulted in a slower-than-expected order intake for Q1.**

**Despite the tough journey ahead, the PAP team remains committed to our 2017 growth plans and roadmap. Our focus for 2017:**

- 1. Intensify dealer development efforts through the PADI program**
- 2. Expansion of our product portfolio**
- 3. Be closer to our partners and customers; invest in local resources**
- 4. Continue to invest in the team and our core competencies**

**We believe that the right investments in dealer development, product portfolio, regional footprint, operational excellence and innovation, will enable us to stay ahead of the market and remain alert for opportunities to grow our business further. We will continue to work hand-in-hand with our regional partners and dealers to maintain and extend our leading position as the regional market leader for lifting equipment.**

**Finally, I look forward to meeting you in the PALFINGER World Conference in May, where we will also have our one-day Asian Conference.**

**Thank you.**

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# Business Updates

**1** PALFINGER Asia Pacific Representative office officially set up in Indonesia

**2** PALFINGER Asia Pacific & World Conference 2017

**3** P.A.D.I unveils the new P-COIN system

## PALFINGER Asia Pacific Representative Office officially set up in Indonesia

PALFINGER Asia Pacific is pleased to announce the opening of their Indonesia Representative Office from 1st January 2017. With the opening of the PALFINGER Representative Office, PAP reinforces their commitment to the Indonesian market.

Starting from 2015, PAP defined one of the strategies to be closer to the dealers and customers and identified Indonesia as one of the key focus territories. The new representative office in Jakarta enhances the ability to better understand the Indonesian market, dealers' and customers' needs, and seek for new value-adding opportunities to help realise the great potential of this market.

Driven by the rising commodity prices and government investments, PAP expects to triple the number of units

sold into Indonesia in 2017. The current product portfolio in Indonesia includes PALFINGER Knuckle boom cranes (PK), SANY PALFINGER Knuckle boom cranes (SPK), SANY PALFINGER Stiff Boom Cranes (SPS), PALFINGER Hookloader (HL) and PALFINGER Access Platform (AWP). Going forward, PAP is also keen to introduce other PALFINGER product ranges like tail-lifts, railway cranes, transportable forklifts from global manufacturing units.

The Indonesian team consists of 4 local team members: Niki Laudag, Bimo Nuswantoro, Maryadi and Shinta Sari. With this team, PAP is highly confident that they are able to serve their Indonesia PALFINGER dealers and customers with a higher level of efficiency, and uphold the brand promise of LIFETIME EXCELLENCE.



## PALFINGER Asia Pacific & World Conference 2017

The biggest PALFINGER event - PALFINGER World Conference, held every five years and dealers from all around the world are invited to participate. This year, PALFINGER Asia Pacific (PAP) will leverage on the PALFINGER AG World Conference to organize a one-day Asian Conference. With attention on product shows including ventures and the launch of the PALFINGER Brand World!

Dates: May 16-19, 2017  
PALFINGER AG – Salzburg, Austria

Looking forward to having an exciting event in Salzburg together!

### ASIA-PACIFIC SALES CONFERENCE

#### TUESDAY, 16.05.2017

- Dinner at Crowne Plaza Evening

#### DRESSCODE

smart casual

#### WEDNESDAY, 17.05.2017

- Conference
- Dinner and End of PAP Sales Conference Evening

smart casual

smart casual

### WORLD CONFERENCE

#### THURSDAY, 18.05.2017

- Lunch at Crowne Plaza Noon
- Symposium at Crowne Plaza Afternoon
- Get Together at PALFINGER Headquarters Evening

smart casual

smart casual

smart casual

#### FRIDAY, 19.05.2017

- PALFINGER Classic Car Tour Part 1 Before noon
- Visit PALFINGER World Noon
- PALFINGER Classic Car Tour Part 2 Afternoon
- 85th Anniversary Gala at Residenz Salzburg Evening

smart casual

smart casual

smart casual

elegant



# P.A.D.I unveils the new P-COIN system

PALFINGER Asia Dealer Integration (P.A.D.I) program unveils the new P-COIN system

Introducing a new P-COIN system into the PADI program allows dealer to redeem unique perks from the P-REWARDS catalogue.

With P-COIN, simple earning and flexible redeeming is in your future. Enjoy!

More information will be informed regarding the P-REWARDS catalogue.



## News

1 Basic operator and Handover training with Asia Group

2 10 units of PALFINGER Hook Lift in Myanmar

3 Venturing into more markets in Indonesia

4 Do you know?

5 First trip to Cambodia

## Basic Operator and Handover training with Asia Group

PALFINGER Asia Pacific was invited to perform a Basic Crane Operator and Handover training at Asia Group Malaysia.

The training specially caters for Asia Group staff to let them know the basic crane operation and also the safety awareness to take note of during the hands-on session.

PALFINGER Asia Pacific will offer training and guidance to dealers request for installation and handover of new equipment within the wide range of products.



Left to right: Asia Group Staffs together with the operator

## 10 units of PALFINGER Hook Lift in Myanmar

Myanmar Motor Corporation, our dealer in Yangon, has delivered the 10 units of Palfinger Hook lift to Yangon City Development Council this year.

The City Council recognised the importance of using top quality European products to cope with ever demanding requirement from the rapidly developing city.





# Venturing into more markets in Indonesia

On the 21st March 2017, PALFINGER did a presentation to the Indonesian Highway Company (JLP) on our latest bridge inspection solution. Mr Dieter Schlosser, our Head of Product Division, managed to arrive in Jakarta with a very short notice to share with the end users what PALFINGER is currently developing which could do more than inspecting bridges.

Just a few months ago a bridge between Jakarta and Bandung district collapsed which prompted the

President of Indonesia instructing the authority to make purchases of equipment(which they currently don't have) to anticipate such accidents from happening.



Left to right: PAP staff together with our dealer FNF and Indonesian Highway Company (JLP) representatives

Meanwhile, please feel free to reach out to us on any enquiries regarding aftermarket parts business.

## Do you know?

PALFINGER Asia Pacific's key focus for 2017 and beyond is to assist our dealers in providing an excellent aftermarket support to our customers. We are confident that there is potential to increase overall aftermarket sales with new programmes and activities that we intend to launch in our region. With our top quality spare parts and accessories, we strongly believe that it will value add our dealers' business growth and help to retain your customers.



We visited the used crane marketplace and found that most of the used cranes came from Japan, Korea and Thailand.

PALFINGER is confident that in the near future, we will be able to support new stiff boom cranes and hookloaders to improve the workforces' productivity.



One of the iconic buildings in Cambodia

## First trip to Cambodia

PALFINGER Asia Pacific sent representatives on behalf to visit Cambodia, witnessing the rapid development of the City of Phnom Penh.

Cambodia's low labour cost has attracted many foreign direct investments into the manufacturing industry which contributed to its rapid development.

The country is also poised to host the SEA games on 2023, a huge piece of land was allocated & designated for this major event.

Cambodia has a huge growing market for Used Boom Crane and Tipper Truck, to support the rapid construction development in the city.



View of the Cambodia streets



View of the Cambodia streets and some vehicles on the road

# Events

1  
Hong Kong  
key customers  
visit Singapore

2  
Chainant  
Equipment Co.  
Ltd visit SPV  
factory

## Hong Kong key customers visit Singapore

On the 8th March 2017, Michael of CAE (China Ascents Engineering) accompanied his Hong Kong customers to Wong Fong in Singapore to view the installation of the PK165.002 TEC 7.

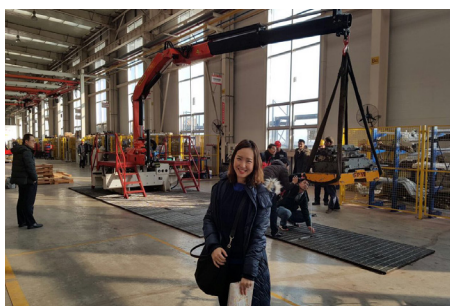
Mr Albert Lee of Wong Fong hosted the contingent together with Mr Chia and the engineering team of Wong Fong. The main purpose of this trip is to let the Hong Kong customers understand the importance of proper installation of PALFINGER cranes, especially for the PK165.002 TEC 7. Incidentally, Hong Kong has booked 3 units of PK165.002 TEC 7 for this year (Hoorays to the CAE team!)



## Chainant Equipment Co. Ltd visit SANYPALFINGER factory

4 representatives from Chainant visited SANYPALFINGER factory on 15th January 2017. Together with PALFINGER Asia Pacific management, they started off with a meeting and followed by a factory tour in the afternoon. The aim of this tour is to let our dealers have a better understanding on how SPV cranes are manufactured.

All in all, Chainant is satisfied with the quality and performance of the SPV Cranes and are looking forward to working closer with PAP and SPV in future projects.



Left to right:



## Featuring our Dealers: Indonesia - PT FNF Trans Niaga

The fourth dealer featured will be PT FNF Trans Niaga (FNF), our exclusive dealer in Indonesia. They will distribute SANY PALFINGER Knuckle Boom Cranes (SPK) and Stiff Boom Cranes (SPS) and PALFINGER Access Platform (AWP).

PALFINGER & FNF has been working together since 2015. FNF started off selling the Access Platform(AWP) to fulfil some local government needs.

We catch up with FNF on their story in Indonesia, and what led them being able to prosper & flourish in Indonesia's growing economy together with their vision for PALFINGER moving forward.



Image from wikipedia.com

### 1. How was PT FNF FNF founded?

PT FNF Trans Niaga (FNF) was founded by Frans, Nelly, & Ferry to capture business opportunities in the trading sector, especially the construction and transportation related segment, which is our background experience.

### 2. What is the culture like in PT FNF?

Our culture is more likely to be "professional family" with a shared business concept, by synergizing our individual strength to achieve our goal.

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

To become trustworthy and long-term business partner for supply, support, & services.

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

FNF was founded & grew up by our passion, patience, & persistence.

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

To become Palfinger's strategic business partner on selling and developing both existing and new products to supply the demands of Indonesia market.

### 6. What are the achievements that PT FNF has attained?

With the full support of PAP, FNF has successfully introduced SPS product into Oil & Gas project and started to replace Japanese products that have been dominating the market for years.



PT FNF and PAP at the 12th Indonesia Investment week



FNF group shot together with PALFINGER branding and SPV cranes



First batch of SPS cranes done by FNF

## Inside PALFINGER Asia Pacific

### 1 Introducing Staff Changes:

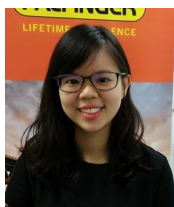
Pamela Lee  
Lim Boon Chew

Lim Ting Yong  
Loh Zhi Kai

### 2 Shared Service Centre (SSC) Regional Meeting

### 3 PALFINGER Asia Pacific In-house Sales Training

## Introducing New Staff Changes



**Pamela Lee**  
**PALFINGER ASIA PACIFIC**  
**PARTS SALES EXECUTIVE**

It is our pleasure to announce that Pamela Lee Lixia has joined our company as Parts Sales Executive effective 25th January 2017.

Pamela graduated from the National University of Singapore (NUS) with a Bachelor of Engineering (B.Eng.), Mechanical Engineering.

Prior to joining PALFINGER, Pamela has spent more than 4 years with Toyota Tsusho Asia Pacific managing their regional distributors, focusing on expanding the profitability of the aftermarket businesses, among others.

In PALFINGER, Pamela will work closely with our dealers to create and offer an effective parts inventory system where we would look into inventory storage and sharing of resources. I believe you will hear from Pamela in no time.

Pamela will report to James, with a dotted line reporting to Fook Seng. As a team, we will work closely with various stakeholders in our company to ensure we continue to grow together.

Shinta can be contacted via email [p.lee@palfinger.com](mailto:p.lee@palfinger.com) and her direct line at +65-65919183 / +65-91181774.



**Lim Ting Yong**  
**PALFINGER ASIA PACIFIC**  
**BUSINESS ANALYST**

It is our pleasure to announce that Lim Ting Yong has joined our company as Business Analyst effective from 28th December 2016.

Ting Yong graduated from Singapore Management University with a Bachelor of Business Management degree programme majoring in Marketing and Strategic Management. Prior to joining PALFINGER, Ting Yong has worked as a Regional Market Analyst in Festo AG and an Analyst role for Singapore Airlines Ltd. I Believe that with his strong analytical skill and experiences will definitely add value to the company.

Ting Yong will report to James and as a team, we will work closely with various stakeholders in our company to ensure we continue to grow together.

Ting Yong can be contacted via email [t.lim@palfinger.com](mailto:t.lim@palfinger.com) and his direct line at +65-96321642.



**Lim Boon Chew**  
**PALFINGER ASIA PACIFIC**  
**SERVICE ENGINEER**

It is our pleasure to announce that Lim Boon Chew (Boon) has joined our company as Service Engineer effective from 16th January 2017. He will be reporting directly to Steven.

Boon graduated from Multimedia University, Malaysia, with a degree in Electrical Engineering. After graduating, Boon took up the role of Project Engineer with Sanyo Engineering & Construction, overlooking electrical aspects of the construction projects and liaised with various stakeholders to ensure projects are running smoothly. Thereafter, Boon moved on to Halliburton Energy Services as a Maintenance Engineer to repair, troubleshoot and perform preventive maintenance on offshore equipment.

With Boon's past experience, he will certainly contribute to the service team in supporting dealers in the Asia Pacific region and provide value-added services to all our dealers.

Boon can be contacted via email [BC.Lim@palfinger.com](mailto:BC.Lim@palfinger.com) and his direct line at 65-65919182 / +65-92346859.



**Loh Zhi Kai**  
**PALFINGER ASIA PACIFIC**  
**FINANCE MANAGER**

We are pleased to announce the promotion of Mr. Loh Zhi Kai to the role of Finance Manager for PALFINGER Asia Pacific (PAP) effective 1st March 2017. In his expanded role, he will be leading the PAP Shared Services team for the Finance and Accounting deliverables to both the PAP Land and Marine business units.

Additionally, in view of the Marine activities related to the Harding acquisition, Zhi Kai will devote majority his time with the Marine business unit for the next 12 months.

Zhi Kai has been with PALFINGER since November 2014. He has a Bachelor of Accountancy from the National Technological University of Singapore.

Zhi Kai will continue to be based in Singapore. He will report to me, with a dotted line to Mr. Franz Schnoell. He can be contacted via email [z.loh@palfinger.com](mailto:z.loh@palfinger.com); and his mobile at +65 81813351.



# Shared Service Centre (SSC) Regional Meeting

Palfinger Asia Pacific held their first Shared Service Centre (SSC) meeting in Singapore in March. The four-day meeting saw the coming together of SSC staff from the Land and Marine divisions, newly acquired Harding Safety Singapore, regional staff based in Indonesia and Vietnam, and PALFINGER Japan (PAJ).

This meeting was primarily aimed at aligning all processes, sharing internal controls and best practices for the SSC functions across all regional offices and PAJ. It also provided the participants with a better understanding of Group reporting requirements, reporting platforms, ordering processes, and the interfaces between functions within the SSC.

Also, the team shared region-specific challenges, and participated in an engaging discussion to address and formulate action plans to resolve these challenges.

To end the whole session on a high note, the team enjoyed an exhilarating day of fun and laughter at Universal Studios Singapore.

insights on enhancing the operations of the SSC, and also built a cohesive team identity.



Left to right(Top) : Ting Yong, Zhi Kai, James, Mona, Yvonne, Sheena and Bernice

Left to right (bottom): Lay Peng, Hui Min, Su Su, Yen



# PALFINGER Asia Pacific In-house Sales Training

PALFINGER Asia Pacific conducted out first In-house Sales Training for all employees in Sales, Product and Service departments including the regional employees from Indonesia and Vietnam.

The objective of the training is to enhance the competency of our employees so that they can better serve our end customers. PAP had specially invited Mr Florian Kaiser, Sales Trainer from PALFINGER HQ to conduct the training.

The training ends off with a hands-on session on PK 7.501 SLD 5 with the help of KTC Haulage Sdn Bhd, offering their premises and the crane.



Left to right: Boon, Ting Yong, Duc, Mr Florian, Bimo, Niki, Rommel, Pamela, Alson, Surachai



Hands-on session with a PK 7.501 SLD 5 crane



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