



Will Bauma 2013 signal the start of European recovery?

Contractors of the world will descend on Munich in April for trade fair

Construction equipment manufacturers are looking to the Bauma 2013 trade fair to kickstart a recovery in demand in European markets.

The event takes place from 15 to 21 April in Munich, Germany and record visitor numbers are expected. It comes more than four years after the collapse of the Lehman Brothers bank that heralded the longest and deepest recession that most European countries have ever experienced.

Since that time, many crane buyers, especially in Europe, have put investment decisions on hold or cancelled their capital expenditure completely. As a consequence, average fleet age has risen beyond optimum and a new round of purchasing is overdue.



The hugely versatile ATF 180G-5

Bauma 2013, where all the newest state-of-the-art construction machinery will be on display, could be just the trigger and confidence-booster that crane owners need to resume reinvestment in their inventory.

Tadano will, as usual, be exhibiting expansively, showing seven all terrain cranes from the ATF 70G-4 up to the flagship ATF 400G-6. Also on show will be the HK 65, the 65-tonne truck crane that couples an all terrain upper section with a commercial four-axle truck chassis.

From the rough terrain series will be a GR-800EX, and from the Tadano Mantis family of telescopic boom crawler cranes will be a GTC-300EX. Also on the stand will be displayed ZR 824 and ZE 553 MH truck loaders.

For most visitors, Bauma 2013 will provide their first opportunity to see the 400-tonne capacity ATF 400G-6 that was launched in 2011.

Many will also be seeing the ATF 180G-5 for the first time too. Launched in 2012, this machine is already proving itself to be one of the most commercially versatile cranes ever produced.

It has unrivalled fuel efficiency, thanks to its use of BlueTec technology, and excellent all terrain capability – fast and smooth on the highway, tough and manoeuvrable off-road. And although nominally rated at 180-tonnes capacity, when fitted with full 50-tonne counterweight it has the lifting power to compete in the 200-tonne class.

Remove the counterweight, and the ATF 180G-5 is transformed into a machine that can travel on the road at under 12-tonnes-per-axle GVW, equipped with a 60m main boom and 13m jib, operating in the 120-tonne class.

Tadano's booth will once again be located at F12.1205 and all visitors are warmly invited to come and meet the team and see the machines up close.

Bauma remains the biggest and the best

While other major international trade fairs have risen in importance in recent years, particularly in China, the original Bauma fair in Germany remains firmly at the top of the tree.

Held every three years in Munich, it is the world's largest exhibition, with more than 3,250 exhibiting companies from all over the world occupying exhibition space of 550,000m². This is equivalent to more than 2,000 tennis courts or approximately 80 soccer pitches.

Visitor numbers peaked at more than half a million in 2007. The last event, held in 2010 still attracted more than 420,000 visitors when the world was in the depths of global recession and Icelandic volcano Eyjafjallajökull had spewed ash across European skies, causing havoc by grounding air traffic.

With parts of the world now in recovery mode and construction equipment owners elsewhere having deferred investment decisions for too long, visitors numbers this year are expected to exceed half a million once again, barring any unforeseen circumstances such as volcano eruptions.

Australian customer discovers the time-saving benefit of Tadano Mantis

Peter Lawgall, Tadano sales manager for Western Australia, reports on a project that has showcased the benefits of Tadano Mantis telescopic boom crawler cranes.

Goodline is a privately-owned Australian company that specialises in providing construction services to support the mining industry across Western Australia. In the Pilbara region, in the far northwest part of Australia, Goodline has been working on a huge port expansion project for Fortescue Metals Group, constructing an iron ore conveyor.

For this work, a Tadano Mantis GTC-1000EX telescopic boom crawler crane has proved itself to be the perfect machine, working both as a pick & carry crane and erecting steelwork.

The GTC-1000EX has a maximum rated capacity of 100 tonnes and a 39.0m main boom, with maximum jib length of 18.3m.

The crane travels considerable distances, carrying modules that weigh in the region of 10 or 15 tonnes over uneven terrain, then lifting them to a height of 20 metres at a radius of seven or eight metres to assemble the track-work of the conveyor, before setting off back again to collect the next module.

It is a classic example of the kind of project that benefits from the Tadano Mantis product.

Goodline says that its all terrain ATF 130G-5 is also excellent at travelling across the rough ground, and for assembling steelwork, but this type of crane would need to be supported by trucks to transport the modules into position, and then the crane would require setting up for each lift, at a lifting point further away from the conveyor.

The pick & carry ability of the Tadano Mantis, and its quick set-up, have made this part of the project 40% quicker, Goodline has found. Not surprisingly, therefore, the GTC-1000EX is very popular with this contractor.



Goodline's
GTC-1000EX builds
Fortescue Metal's
iron ore conveyor



Tadano shows quality at Bauma China



Above: Japan and China came together on the shared stand of Tadano and BQ Tadano

The sixth Bauma China, held 27-30 November 2012 in Shanghai, was the largest construction equipment trade fair that China has ever seen.

Despite this, many of the major Japanese manufacturers stayed away this time – partly because of the political climate between the two countries and partly because the Chinese market has slowed down recently.

Not Tadano, however, which exhibited in partnership with its manufacturing joint venture, BQ Tadano, which is based in Beijing. Tadano senior management recognises the importance of the Chinese market and remains totally committed to satisfying the needs of Chinese customers.

Tadano exhibited a GR-800EX rough terrain crane in Shanghai, while BQ Tadano premiered its new GT-850E truck crane alongside a GT-550E.

The new GT-850E truck crane is designed for Chinese customers. It has a maximum rated capacity of 85 tonnes at 3m radius. The five-section boom has a round profile and extends from 12.0m to 47.0m. It comes with a 9.9m/17.7m two-stage bi-fold jib.

Tadano and its products found a warm reception at the show, both from local Chinese customers and the many international visitors that attended.

Several local Chinese crane manufacturers seemed to be competing at this Bauma China for who could produce the biggest crane. For Tadano, however, the focus remains clearly on producing machines of the highest quality and reliability, and ensuring safety for the crane users.

This remains the core Tadano philosophy, not just in China but all over the world.



Above and right: Outside and inside the booth at the Shanghai New International Expo Centre



The GT-850E



Inauguration ceremony for TIP

Tadano India Pvt (TIP) was established in March 2012 and since then has been generating sales and developing its service activity for Indian customers.

In September 2012 TIP officially celebrated its launch with an inauguration ceremony with customers at the Taj West End hotel in Bangalore.

The ceremony began with India's traditional lamp lighting and prayers for health and prosperity.

This was followed by presentations by TIP managing director Mr Chihiro Nishida and by Mr Takuji Murakami, general manager of the marketing division of Tadano Ltd.

Bringing the formal proceedings to a close, Mr Koichi Tadano, president and CEO of Tadano, invoked the spirit of astronaut Neil Armstrong, the first man on the moon, by saying: "This new start of Tadano India is just one small step for us, but it is a giant leap into the future."

Celebrations then continued late into the evening in the splendour of the hotel's 'Prince of Wales Lawn' garden. "We are lifting Indian dreams," said TIP director Mr Hiroyuki Goda, getting the party started.

The next public event for TIP is the bC India exhibition in Mumbai in February, where it will exhibit a GR-800EX rough terrain crane.

"This will be a good opportunity for us to show our machinery to potential customers," Mr Nishida says, adding: "This is also another small step for us, but surely again a giant leap for Tadano."



Above: Tadano India Pvt managing director Chihiro Nishida lights the traditional lamp



Right: With Tadano president and CEO Koichi Tadano

Qatar takes first ATF 130G-5 in the Middle East

Qatar Tractor & Equipment Co. (QTEC), the sole distributor of Tadano cranes in Qatar, has taken delivery of a new ATF 130G-5.

Although the 130-tonne capacity crane was launched in 2009 in Europe, this is the first unit to be delivered to the Middle East region.

Demand for higher capacity cranes in Qatar has been depressed since the global recession started and so the arrival of this machine carries certain significance in the mobile crane business.

QTEC took delivery of the crane in October 2012. Mr Shuji Kinugasa, service manager of Tadano Middle East, travelled to Doha to deliver induction training to the distributor.

QTEC was founded in 1974 by Mr Taleb Mohammad Taleb Al-Khauri, chairman of the Taleb Group.

The all terrain Tadano ATF 130G-5, rated at 130-tonne capacity and with a 60m boom

Training delivered by Shuji Kinugasa



New sales & service centre in Sydney

Tadano has opened a new sales and service facility in Sydney as part of an expansion of Tadano Oceania in the Australian market.

There was a clear demand from customers for Tadano to step up its representation in Sydney and early indications are that Tadano's presence in the area is set to continue growing further.

The new Tadano branch office is in Glendenning, close to the M7 freeway and a 45-minute drive from Sydney airport. The facility provides offices and meeting rooms, undercover crane storage and fully-equipped workshops where crane maintenance, servicing and repair work can be carried out.

The Sydney branch already has a number of Tadano models in stock ready for customer inspection and immediate delivery.



The new Tadano sales and service centre is in the Sydney suburb of Glendenning

Tadano (Beijing) Ltd is now open for business

Hospitality, speed and efficiency are the key words in the mission statement of newly-formed Tadano (Beijing) Ltd.

The company was established in March 2012 as a subsidiary of Tadano to be the sole distributor for Tadano equipment in the Chinese market including Hong Kong and Macau.

As a locally established company, Tadano (Beijing) can sell machines and spare parts to Chinese customers in the local currency, which makes doing business much simpler.



As a second step, for the future, the new company plans to begin exporting truck cranes manufactured in Beijing by BQ Tadano.

Although the Chinese market has slowed down since its extraordinary boom of recent years, the managers of Tadano (Beijing) Ltd still see a lot of opportunity to promote the Tadano brand, with a high quality product and great service support.

Left: The Tadano (Beijing) team at your service

New scale models for rough terrain cranes



GR-800EX replica

Crane model enthusiasts will be buzzing at the news that Tadano has made available a new 1:50 scale model of the GR-800EX rough terrain.

It is also available as a GR-1000XL model, which is the version of the crane sold in the Americas region. In each case, the model is an accurate and faithful reproduction of the real machine, complete with five-section rounded boom, two-stage bi-fold fly jib and a cab kit.

With the boom extended and jib attached, this scale model reaches a maximum height of approximately 130cm.

Contact your Tadano sales representatives for further details or to place an order for this collectors' item.

Distributor focus

Our partners around the globe

Man Chong: Taiwan

Man Chong Enterprises was established in 1952 by Mr Chi Huo Chien in the coal mining industry and soon expanded into the transportation of minerals.

In the 1960s Man Chong started to import used mobile cranes and construction machinery and by the 1970s it had brought in most of the foundation equipment that was being used on the country's major construction projects.

As well being a leader in the supply of machinery, Man Chong also put itself at the front of a drive to improve construction safety by providing training courses.

Man Chong is still run by the Chien family today; the CEO is Mr Ming-Hui Chien. Its annual turnover is in the region of US \$20 million and there are 34 employees providing sales and service support.

Japanese-made cranes are generally the preferred types in Taiwan. Chinese manufacturers have made no progress in the market and many do not meet local regulations. As well as Tadano, Man Chong also represents crawler crane manufacturer Kobelco so that it can offer a wide range of cranes.

However, among the 300 to 400 new

Taiwan's first GT-550E and (below) its first ATF 220G-5 with HTLJ and used cranes sold in Taiwan each year, most are rough terrain types, with young used cranes from Japan



**Man Chong chief executive
Mr Ming-Hui Chien**



Fairs & Events

Where to meet Tadano around the world

- ♦ **bC India**
5-8 February Mumbai, India
www.bcindia.com
Come and see us in Mumbai at Booth 206
- ♦ **Bauma (Europe)**
15-21 April Munich, Germany
www.bauma.de
- ♦ **Conexpo Russia**
4-8 June Moscow, Russia
www.conexporussia.com
- ♦ **Construction Expo**
5-8 June São Paulo, Brazil
www.constructionexpo.com.br
- ♦ **Conexpo USA**
4-8 March 2014 Las Vegas, NV, USA
www.conexpoconagg.com

being greatly in demand.

There has also been a rise in interest in larger all terrain types over the past five years and Man Chong recently shipped in from Germany the country's first Tadano ATF 220G-5 with the hydraulic telescoping luffing jib (HTLJ).

Crane demand in general dipped in 2011 and 2012, as a major national highway project and a subway construction project are now reaching completion. There is little infrastructure or major building works to replace them. With the economy somewhat fragile, projects are being planned, like the east coast highway and major bridge reconstruction, but are not yet off the drawing board. Man Chong looks forward to crane demand rising again once these projects get under way.

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