

MIDDLE EAST Earthmoving NORTH EAST AFRICA

Issue1 | February 2016

HITACHI

Reliable solutions



JOB REPORT: TURKEY

FEATURED DEALER: HAGBES

WORLD NEWS: WHERE THE CUSTOMER COUNTS

INFRA OMAN 2015

The Hitachi Construction
Machinery Middle East
Corporation FZE magazine



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Reliable solutions

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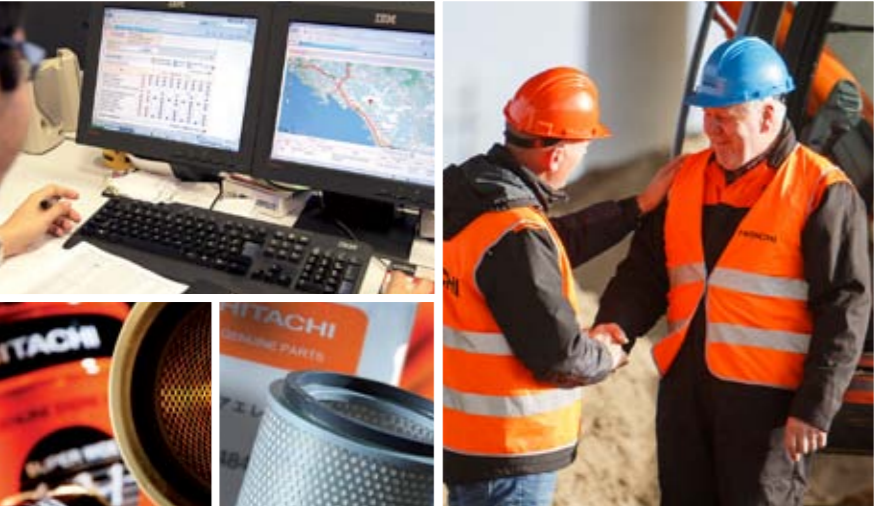
ZAXIS 470: Delivering efficiency, reliability and durability



Editor: Hitachi Construction Machinery Middle East Corporation FZE: Julie Ow
Writer: Sangeetha Swaroop
Graphic Design: Girish Parakkal
Printing: International Printing Press
Photography: Machine Photographs: Glenn Blackburn, www.glennblackburn.co.uk

Head Office
Hitachi Construction Machinery Middle East Corporation FZE
PO.Box 61052, R/A 12, Street No. 12403,
Jebel Ali Free Zone, Dubai, U.A.E.
Tel: 00 971 (4) 883 3352, Fax: 00 971 (4) 883 3368
Email: piet.bakergem@hmec.ae
Web: www.hitachicm.ae

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The Support Chain after-sales program has been developed to protect the investment you make in Hitachi Construction Machinery. The links in the chain from Global e-Service and technical support, to Hitachi Extended Life Program (HELP) and Hitachi Parts, enable you to manage your fleet efficiently, help to minimize downtime and reduce running costs.



Hitachi Support Chain



HIDEFUMI SAMESHIMA

President's Message

I am glad to announce the first edition of Hitachi Construction Machinery Middle East Corporation FZE publication *Earthmoving Middle East North East Africa*. It has been five years since Hitachi Construction Machinery Middle East was established as a corporation in the Jebel Ali Free Zone, UAE. *Earthmoving* is the first magazine which will introduce the Hitachi Construction Machinery Middle East Corporation FZE family to the MENA region.

Hitachi Construction Machinery (HCM) proceeds with steady growth in the Middle East and Africa. The coming decade undoubtedly looks bright.

HCM's high quality products continue to make a huge impact on the construction industry in the MENA territory. Supported by our dedicated Dubai and Istanbul staff, Hitachi dealerships see increasing business opportunities throughout the Middle East, North and East Africa. The Hitachi Brand remains strong as market shares grow in all general earthmoving and on/offshore activities.

In addition to maintaining its position as a leader in manufacturing excavators, HCM manufactures wheel loaders and crawler cranes. We also proudly continue to develop and manufacture advanced technology mining machinery such as mining excavators and dump trucks.

HCM's leading edge engineering puts the Hitachi Brand in demand throughout the MENA territory making an extensive range of specifications available. In addition to our world renowned machines, our network of distributors and our service/parts team make the Hitachi Brand strong and reliable in all of our territories. I hope you will enjoy reading this publication, and it will give you a greater understanding of Hitachi Construction Machinery in the world.



- 1 **Name of Customer:**
Nuh Çimento Sanayi A.Ş.
- 2 **Name of Dealer:**
Enka Pazarlama AS
- 3 **Machines involved, model:**
Hitachi EH1700-3 Dump Truck
- 4 **Quantity of machines:**
4 Units
- 5 **Date of delivery:**
August 2015
- 6 **Location of jobsite:**
Hereke, Kocaeli, TURKEY
- 7 **Description and goal of jobsite:**
The jobsite is an open pit mine located just next to the cement factory. The main goal is to dig the raw material and carry to the crusher which feeds the cement factory. The raw material mainly consists of marl and limestone.

Job Report: Turkey

Combining performance with productivity

“ The use of the Hitachi range of mining equipment at the Nuh Çimento jobsite located in Turkey has earned the brand positive feedback from this extremely satisfied customer, writes MELEK CILOGLU, Hitachi Construction Machinery, Istanbul Branch Office. ”

Located 80 miles (129km) east of Istanbul at Hereke, Nuh Çimento Sanayi A.Ş. is a Turkish company founded in 1966 that is engaged in the production and supply of cement, clinker and allied products.

It established its first furnace clinker, production line clinker and grinding plants in 1969. Half a century later, Nuh Çimento's integrated cement plant has increased production capacity to around 5.5 to 6 million tonnes per year and with a workforce of 500 plus employees, it has

come to be regarded as one of the top industrial enterprises engaged in cement industry in Turkey thanks to its production capacity, product quality, improved management and organization structure, and rooted company culture. To meet customers' requirements in the market in a timely manner, the company has made large investments in its facilities, systems and processes, continually updating and expanding the plant in the years since.

Most recently, in 2012, it commissioned a refuse-derived fuel (RDF) feeding system

that is fed with mixed refuse from the surrounding neighbourhood to fire the cement ovens in the factory. The waste is first processed and then burned in the cement ovens, which is an alternative to using coal. In addition to alternative fuels, the company has also invested in an 18-MW waste heat recovery (WHR) plant, which helps in increasing efficiency and saving fuel costs over a relatively short period of time.

At its onsite quarry in Hereke, Kocaeli, Turkey, Nuh Çimento mines marl and limestone together. Other materials such as coal, clinker, iron ore, truss, bauxite and gypsum are also handled here. The jobsite is an open pit mine located just next to the cement factory. The main goal is to dig the raw material and carry to the crusher which feeds the cement factory. The raw material mainly consists of marl and limestone.

It is interesting to note that to cope with the demanding nature of work on the jobsite, the company chiefly uses a fleet of large excavators from Hitachi Construction Machinery (HCM) for extracting and loading the raw materials. Nuh Çimento Sanayi A.Ş. has been a very loyal Hitachi customer ever since it purchased its first Hitachi machine in 1998.

The existing fleet consists of six units of 1991 model Euclid R85B trucks, two units of 1997 model Euclid R90 trucks, one unit of Hitachi EX1800-3 excavator clocked at 37,496 working hours, one unit of Hitachi EX1900-6 excavator timed at 14,537 working hours and one unit of Hitachi EX1200-5 excavator with 17,370 working hours.

Since its purchase of four units of Hitachi EH1700-3 model dump trucks (100 ton payload capacity rigid dump trucks) in August 2015 from Enka Pazarlama Itharat A.S., Hitachi's exclusive dealer in Turkey, Nuh Çimento is in an ideal position to speak authoritatively on the comparative advantages of the new units vs the older Hitachi mining equipment,





“ The new Hitachi EH1700-3 Dump Trucks carry more material and consume less fuel when compared to the existing Euclid fleet. ”

and to vouch for the brand's track record of performance and unflinching productivity.

According to Ahmet Gitmez, the manager responsible for the mine operation and mobile equipment at Nuh Çimento Sanayi AŞ, "The new Hitachi EH1700-3 Dump Trucks carry more material and consume less fuel when compared to the existing Euclid fleet. We are also very happy with the new features introduced by this product, especially the EDSC (Electronic Downhill Speed Control) System which controls the speed of the truck while going downhill."

The Nuh Çimento jobsite is positioned in such a way that the trucks have to go downhill loaded with an average of 18-20% grade ramps, he explains, as compared to general mine applications where the trucks go uphill loaded.

"Hence, downhill speed control is a crucial factor for dump trucks at the Nuh Çimento jobsite and the new EDSC feature of Hitachi EH1700-3 truck enables the operator to go downhill without touching the brake pedal which adds to the operator's comfort," said Ahmet Gitmez.

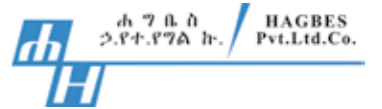
Operators driving the new fleet of Hitachi trucks are also quite happy with the product and have no complaints, he added. "I would also like to point out that Enka's fast response for service and spare parts have further heightened our overall satisfaction with these new machines."

As the distributor of HCM products in Turkey since 1982, Enka Pazarlama AS has been providing timely and efficient after sales service and spare parts to Nuh Çimento since many years.

The delivery of four new units of EH1700-3 units in August last year has further cemented the fruitful relationship with Nuh Çimento bringing about a qualitative improvement not only in Enka's business strategy but also boosting the activities of its sales and parts departments.



Hagbes - A good business partner in Ethiopia



Addis Ababa and the whole of Ethiopia for that matter is in the throes of a construction boom with public works projects worth billions of dollars currently transforming it into an industrialized economy. Dams, dikes, new roads, railways, water sanitation projects, pressurized irrigation systems, massive power generation schemes and educational institutes are creating high demand for all models of construction and heavy earth moving equipment.

One company that is prepared for Ethiopia's young, flourishing market is Hagbes Pvt. Ltd. Co., a pioneer machinery importer and the authorized dealer of the global elite brand Hitachi Construction Machinery, in addition to many other world brands. As Ethiopia's industrial base has grown, so has Hagbes to support that growth, becoming a leader in consumer retail and B2B commerce in the past 60 years. Currently ranked on top of Ethiopia's growing market, Hagbes is well underway in establishing themselves as the hub for billion dollar construction projects.

Established in 1957 by founder Hagop Behesnilian, the company commenced its operations in the Ethiopian capital by importing and assembling floor milling

machines almost 60 years ago. Backed by strong management, dependable sales, after sales and related works team of 500+ employees at vast and well established facilities, the company's many services include providing importation and distribution of construction machinery, agricultural tractors and implements, diesel engines, pumps/generating sets, and industrial/agricultural machinery and providing design and construction of Electro Mechanical installations like water supply projects, substations, power transmission lines, and street lights.

In 2006, Hagbes launched its dealership with Hitachi Construction Machinery in Ethiopia by delivering the first batch of ZAXIS-1 series Hitachi excavators to the Ethiopian market. Today, there are ZAXIS-1 series Hitachi machines from the original 2006 delivery registering over 19,000 operating hours and going strong, attesting and proving that Hitachi Construction machines provide reliable solutions.

Currently working on the second largest project in Ethiopia, Hagbes has the

distinctive advantage of having three service locations where it can do complete equipment overhauls as well as routine maintenance work.

Staffed with qualified, well trained engineers, technicians and supervisors, Hagbes provides all customers with adequate stock of spare parts and service items, onsite inspection and maintenance, field services, workshop maintenance on body works and electro mechanical works, and engine parts maintenance.

Please refer to the Hitachi Dealer Locator Listing on page 15 for contact details of Hagbes Pvt. Ltd. Co.



"Hagbes will always maintain its reputation of giving the customer the best service and support possible in a timely fashion."



Genuine solutions for optimum performance

With a highly efficient and seamless global parts distribution network comprising of more than 150 dealers worldwide, Hitachi ensures that genuine high quality parts that boast both high performance and long life can be made available to the consumer as quickly as possible.

The availability of genuine parts coupled with Hitachi's Support Chain network ensures that machine performance can be maximized even in harsh operating environments. It also leads to reduced fuel consumption and extends the life of the machines while also reducing environmental load.

Hitachi understands that oil is the most important part of any hydraulic system as it affects both machine performance and service life.

Hence, it has specially designed genuine hydraulic oil such as the 15W-40 DH-1 Hitachi Genuine Engine Oil for use in its equipment to keep it functioning at peak levels thereby protecting the hydraulic components from wear.

The range of Hydraulic Oil Multi, characterized by a high Viscosity Index, is especially suitable for hydraulic systems working under extreme temperature variations.

Earlier this year, Hitachi Construction Machinery Middle East Corp FZE entered into an agreement with Total Marketing Middle East to manufacture a suite of Hitachi-branded 'genuine oil' products to cater to the maintenance requirements of Hitachi's extensive fleet of construction vehicles and machinery sold across the Middle East region, including transmission, engine and hydraulic system maintenance, and greasing.

It is expected that the consumption of the three important categories of the Hitachi range - engine, gear and hydraulic oils - will exceed 500,000 liters per annum.

Executive management teams from Total and Hitachi witness the signing of an agreement to manufacture a suite of Hitachi-branded 'genuine oil' products.



Mr. David Kalife, Managing Director of TMME and Mr. Hidefumi Sameshima, President of Hitachi Construction Machinery Middle East Corporation FZE shake hands and seal the deal.



Hitachi Parts and Product Support

Creating value through services

While many companies may treat the aftermarket services as a mere afterthought, at Hitachi Construction Machinery, after sales support is a clear source of differentiation as the company attributes greater importance to it than perhaps the sale itself. Delivering after-sales services is a complex matter but utilizing their specialized expertise to save costs for its clients, Hitachi has successfully held aloft its goal of "keeping customer equipment at a maximum performance level".

To support Hitachi machinery and operations on construction job sites, Hitachi Construction Machinery has created two new remote machine monitoring systems that have been developed as part of its Global e-Service online application. The new Owner's site dashboard, for instance, can be customized to view all the relevant data by defined machine group or job site, and allows for the comparison of the ratio of operating and non-operating hours thereby helping to boost productivity and enhance the efficiency of each machine.

Consite, on the other hand, is a consolidated solution service that links an organization to its machines on the construction site and provides a monthly data report service which helps to analyze

“ We have to deliver safe, high-quality products and services for our customers. ”

the operational efficiency of the machine and improve overall machine-operation status. An emergency alarm report is also sent when a problem requires urgent attention to prevent downtime.

Hitachi takes a very proactive approach towards customer service. Its professional and highly trained service team combines the global expertise and knowledge of Hitachi construction machinery with the local language and culture of each customer. In October 2015, Hitachi Middle East held its annual Service Managers Meeting in Dubai where product support activities were discussed and analyzed confirming that customer satisfaction and

product support remain the foundation of the Hitachi Brand of Excellence in the MENA region.

Dubai also hosted the four-day ZX200-5G Operational Principle & Troubleshooting Course from October 19 to 22. Eleven Hitachi dealers representing the countries of Kuwait, Qatar, Oman, Bahrain, Ethiopia, Kenya and UAE were given an orientation and insight into the fundamental operation of the HIOS III Hydraulic System and Engine Control System. Participants were also given hands-on training to diagnose and troubleshoot performance problems related to the CAN Network System, amongst others.





Local Event: Oman



direct gateway to the opportunities in this sector, participation in the event was a fitting platform for Al Fairuz Trading to present Hitachi's knowhow and viable technological solutions in varied aspects relating to infrastructure works and industrial projects to its target clients in Oman's construction sector.

Showcasing its ongoing infrastructure projects as well as its previously completed projects, Al Fairuz Trading also drew attention to its leading position in the market by highlighting the company's capabilities in infrastructure development. The event also served as an opportunity for Oman's official Hitachi dealer to network with key decision makers, expand

business contacts and strengthen its presence in Oman's vibrant construction market.

Infra Oman 2015 focused on construction requirement, green and future buildings, heavy equipment and technologies, hotels and tourism projects, industrial free zones, industrial manufacturing power and water technologies, tools and equipments, transportation and logistics, infrastructure projects - roads, airports railways and ports - build and supply and other development projects.

Please refer to the Hitachi Dealer Locator Listing on page 15 for contact details of Al Fairuz Trading & Contracting Co. LLC

Hitachi's technological knowhow showcased at Infra Oman 2015

Al Fairuz Trading & Contracting Co LLC, the official Hitachi dealer for the Sultanate of Oman, showcased its state-of-the-art Hitachi construction equipment by displaying the ZX 670 LCH Excavator and the new ZW220-5A Wheel Loader at the fifth edition of Infra Oman 2015, an international infrastructure and industrial exhibition, held from 5th to 7th October 2015 at Muscat.

With 37 years of dedicated service and support to the Hitachi range of construction machinery, Al Fairuz Trading & Contracting Co LLC was honored in 2014 by HMEC for their excellence in sales performance/after sales support and consistently representing the Hitachi brand throughout their territory with integrity and industry excellence.

Infrastructure investments continue to grow in Oman as the country is pushing ahead with the ongoing construction of major infrastructure projects across the country. Many more development projects, costing billions of dollars, are set to be implemented in the coming years as the Sultanate seeks to alleviate pressure on Muscat's main port and airport.

With Infra Oman 2015 being seen as a





World News: Japan

Where the customer counts

Hitachi Construction Machinery Co., Ltd.'s (HCM) Ryugasaki Works manufactures and distributes Hitachi wheel loaders all around the world. Established on a 258,000m2 site in the city of Ryugasaki, north-east of Tokyo, the factory assembles a wide range of compact and medium ZW-series machines.

Ryugasaki Works was established to make forklifts in 1952 and the first wheel loader made in Japan (a USA-licensed product) came off the production line at the plant in 1960. The first product developed using only Japanese technology followed 24 years later and the factory became part of the HCM group in 2005.

This takeover led to the launch of the first generation of ZW series wheel loaders in 2006, with the latest range of ZW-5 machines introduced in 2012. The current output ranges from the ZW140-5 through to the ZW250-5 – currently available in Europe – plus a line-up of eight smaller models, from the ZW20 to the ZW120/120-5 for the Japanese market.

The impressive Ryugasaki Works encompasses separate facilities for welding, machining, painting, assembly, testing and development, and is the base for 750 HCM employees.

A single shift operates on the two assembly lines, one for the ZW20-90 and

the other for the ZW100-250. These are combined with the two shifts allocated to the welding and other lines to manufacture 6,000 ZW-5 wheel loaders per year. The most popular model is ZW100/100-5, due to demand from the domestic market.

The manufacturing process starts with the welding of the components that form the main structure – the front and rear frames, as well as the lift arm and bucket – followed by the necessary machining and painting of these parts.

Assistant Manager of Machining and Welding Masaaki Watabe says, "We are proud that Hitachi wheel loaders are being used throughout the world. Our main concerns are for safety, quality and delivery, and every day safety comes first in the factory."

The advanced technology at Ryugasaki Works includes 20 welding robots and a series of laser cutting machines (for

smaller components and metal plates). The axles and some of the transmissions are produced by Hitachinaka Works, and the cab is delivered by an external supplier.

Foreman Yoshiaki Hashimoto has responsibility for the assembly lines, including the personnel and parts, as well as health and safety. "It takes five hours to assemble one unit through eight distinct stages," he explains. "This is a typical day in the factory, when we will be producing ten units in total."

The assembly process starts with the joining of the rear frame and axle, followed by the fitment of the front frame and axle, plus the counterweight, to link the front and rear frames. The engine is installed next, before the cylinders, oil tank, engine cover and other covers are fitted.

The cab is then added to the increasingly recognisable structure, followed by the steps, fender and remaining covers. The penultimate stage encompasses the addition of the hydraulic oil and diesel, so that the engine can be switched on, and the movement of the lifting arm and bucket tested. Finally, the wheels, front fender and lights are the finishing touches to a new ZW-5 wheel loader.



The main components are welded on site

"I am very proud of my position on the assembly line," adds Mr Hashimoto. "Ryugasaki Works is the 'mother factory' for Hitachi wheel loaders and so this is an extremely important role. The biggest challenges are safety – the number of incidents must be zero – achieving the highest level of quality and making the JIT [just-in-time] system more efficient."

Any requests for customising the products can take place at the factory or at one of the Hitachi dealers in Europe. These vary according to the application that the machine will be used for (such as quarrying or waste handling) but the

type of bucket and reinforced frame are among the most popular items specified by the customer.

The final checking and inspection procedure for each product is typical of Hitachi's dedication to manufacturing products of unfailing quality in response to customer needs.

With this in mind, Ryugasaki Works also features an interior rolling road and an extensive 720m test track for checking speed, braking and handling. This is routed around the periphery of the site and includes a steep uphill section.



Safety, quality and delivery are the main priorities at the factory

“ The impressive Ryugasaki Works encompasses separate facilities for welding, machining, painting, assembly, testing and development, and is the base for 750 HCM employees. ”

Advanced technology from Ryugasaki

Hitachi unveiled its first mass production hybrid wheel loader at the Intermat exhibition in Paris (April 2015). The innovative new ZW220HYB-5 was designed and constructed at the Ryugasaki Works.

It has been developed as part of HCM's quest to manufacture an eco-friendly product, which will use significantly less fuel than it did in 2010. This is in response to the world's focus on protecting the environment and as a result of increasingly strict emission regulations.

The ZW220HYB-5 incorporates 100% proven Hitachi group technology from the bullet train and EH-series dump trucks, which has been specially developed for the hybrid wheel loader.

To achieve this, the ZW220HYB-5's four-cylinder engine powers a generator, which produces energy to drive two electric travel motors. When the machine is rolling or braking, it continues to store electricity in a capacitor. Under acceleration, it uses energy by the generator and the capacitor, and so less revs are required when it reaches normal travel speed.



The final checking and inspection procedure

The control units are the key to the electrical power process and engine operation. For example, when lifting and loading automatically the engine rpm's increase in regards of the load – and there is no need to use the accelerator pedal.

There are four main benefits of the hybrid system: reduced fuel consumption; enhanced reliability and safety; less noise; and easy operation. Feedback from extensive testing by HCM's customers at quarrying and waste handling sites in Japan has been extremely positive. This has helped the development team to successfully fine-tune the ZW220HYB-5

before introducing it to the local market.

"HCM is constantly focused on enhanced customer satisfaction by developing the latest advanced technology," says Hitachi Construction Machinery (Europe) NV's Wheel Loader Product Specialist, Vasilis Drougkas. "Customers demand a high level of performance, reduced fuel consumption and a low cost of ownership – this is the challenge for the future development of Hitachi wheel loaders."

This article was originally published in *iGround Control*, Hitachi Construction Machinery (Europe) NV.



It takes five hours to assemble a wheel loader



ZX 470-5G

Delivering efficiency, reliability and durability



Roadbridge's policy is to procure the best whole life cost system when purchasing machinery. In relation to the Hitachi ZX 470-5G, we stay true to this philosophy.

We bought three Hitachi ZX 470-5G's machines from Hitachi's main dealer in Qatar, Arabian Supply Center, who from the start have been top class in their sales and after sales service. We currently have approximately 2000 hours on these machines to date with no downtime while working in temperatures upwards of 50 degrees Celsius!

Excellent machine, top class support...what more could any contractor want!"

Jaime Mulcair
Roadbridge
Doha, Qatar



Dealer Locator

- BAHRAIN** - Yusuf Bin Ahmed Kanoo WLL
Tel: 00973 177 38200
<http://www.ybakanoo.com>
- EGYPT** - Orascom Trading
Tel: 002012 334 52516
<http://orascom-trading.com>
- ETHIOPIA** - Hagbes Pvt. Ltd. Co. (HCM Products)
Tel: 00251 11 663 8647 / 9191
<http://www.hagbes.com>
- IRAQ** - Savanna Group
Tel: 00964 7400 215 577
<http://savanna.com>
- JORDAN** - Integrated Automotive
Tel: 00962 6 572 8400
<http://www.ia-jordan.com>
- KENYA** - Rock Plant (Kenya) Ltd.
Tel: 00254 20 354 43 29
<http://www.rock-plant.co.uk>
- KUWAIT** - Boodai Trading Company Ltd. WLL
Tel: 00965 248 43986 / 00965 248 41314
<http://www.boodaitrading.com>
- LIBYA** - Al Qima Heavy Machinery
Tel: 00218 21 481 4831
<http://www.qima.ly>
- OMAN** - Al Fairuz Trading & Contracting Company LLC
Tel: 00968 2 461 48 62 / 00968 2 461 48 50
<http://www.alfairuzoman.com>
- QATAR** - Arabian Supply Center (ASC)
Tel: 00974 44580623 / 00974 44580635
<http://www.asc.com.qa>
- SAUDI ARABIA** - Rolaco Trading and Contracting
Tel: 00966 12 2523456
<http://www.rolaco.com.sa>
- SAUDI ARABIA** - Omar K. Alesayi & Co. Ltd.
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<http://www.alesayi.com>
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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>
- UNITED ARAB EMIRATES** - Hitachi Construction Machinery Middle East Corporation FZE
Tel: 00971 4 883 3352
<http://www.hitachi-c-m.com/mideast>
- UNITED ARAB EMIRATES** - Kanoo Machinery LLC UAE (JAFZA)
Tel: 00971 4 886 3555
<http://www.kanoo.com>
- UNITED ARAB EMIRATES** - Middle East Crane Equipment Trading LLC
Tel: 00971 2 681 5555
<http://www.mecetrading.com>
- YEMEN** - Elhussaini Motors Agencies
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Hitachi Construction Machinery Middle East Corporation FZE



Hitachi Construction Machinery Middle East Corporation FZE
Tel. 00 971 (4) 883 3352, Fax. 00 971 (4) 883 3368
P.O. Box 61052 Roundabout 12 St. nr. 12403
Jebel Ali Free Zone Dubai, UAE
www.hitachicm.ae

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