

04_HCE NEWS

Excavators for Philippines Typhoon Victims

06 Exhibitions

EXCON, LOGIST EURASIA, PMV and Phil Construction

12 Interview with Customers



**MOVING YOU
FURTHER**

R1200-9

HYUNDAI's excavator R1200-9, with enhanced Convenience, Safety & Economic. Enlarged cabin size is build for operators. The safety of operator is improved by thick tubing structure of cabin. The newly designed cabin was conceived for more space, a wider field of view and operator comfort. Furthermore, R1200-9 features reduced fuel consumption. High efficiency of hydraulic system reduces operating costs.



www.hyundai-ce.com





"Consequently we need to focus more on the needs of our customers and redouble our efforts to upgrade our services in product support"

Dear all valuable Hyundai dealers

Mr. B. K. Choe, who had contributed greatly to the unprecedented success and growth of Hyundai Heavy Industries' Construction Equipment Division, retired from the company on November 28, 2013. In his place, I took over as the new Chief Operating Officer of the Construction Equipment Division as of November 29.

I am confident that with your continued assistance and cooperation, our Division will continue on the road toward becoming the leading construction equipment player in the world.

Due to the turbulent market and harsh economic situation, it is vitally important that all of us share our ideas and work together as one family to overcome the challenges confronting us.

Our business success is possible only on the back of our customer's satisfaction. Consequently we need to focus more on the needs of our customers and redouble our efforts to upgrade our services in product support.

Moreover, to ensure your success in a highly competitive environment, we will reinforce our product quality as well as product support by securing cutting-edge technologies and ensuring product quality. We will also ensure prompt parts supply and reliable after-services for you to put greater confidence in our products.

We wish you great success and prosperity for 2014.

Yours sincerely,

Koo Ja-jin
Chief Operating Officer
Construction Equipment Division
Hyundai Heavy Industries Co., Ltd

HYUNDAI EDGE

Vol.37 / Winter 2013

02

Message from the Management
From Koo Ja-jin
Chief Operating Officer
Construction Equipment Division

04

HCE News
Hyundai Excavators for
Philippines Typhoon Victims



HCE India SCR Activities
HCE announced
its personnel realignment
New Arrival at HCE Shop
Chinese Dealer Annual
conference
Chinese VIP Tour

08

Exhibitions
India's EXCON
LOGIST EURASIA in Turkey
PMV in Dubai
Phil Construction in Philippine



10

HHI News
HHI Gains New World
Class Product
HHI Launches New Frigate
Memorandum of
Understanding Signed
for MOBILE
POWERSHIP

14

Interview with Customers
Wheel Loader ensures safe
passage for workforce to
construct remote Windfarm



16

Dealer Story
Al-Kasid Commercial
Agencies Ltd.



18

Customers Pictures



* Use your smartphone!

HYUNDAI EDGE is published and produced by Hyundai Heavy Industries Construction Equipment Division. It is distributed to dealers and customers around the world. For suggestions or questions, please contact marketing department of HCE at Mr. S.H.Hong (hsh8059@hhi.co.kr), Ms. Minne Kim (mariposa@hhi.co.kr) Tel. +82-52-202-7865/7977 Fax. +82-52-202-7979 Homepage. <http://www.hyundai-ce.com>

Hyundai Excavators for Philippines Typhoon Victims



Hyundai Heavy Industries' Construction Equipment Division (HCE) dispatched a HL760-7A wheel loader and a H940C Backhoe loader and operators to the Philippines in November. The machines were used in emergency relief efforts in the wake of Typhoon Haiyan. Hyundai Heavy Industries Group (HHI) also donated USD 200,000 via the Korean Red Cross.

HHI's president & CEO Mr. Lee Jai-seong said, "We express our deep condolences to the victims of the typhoon. We will help as much as we can for victims to get back to their normal lives."

As a responsible corporate citizen in countries HHI operates in, this aid effort is in line with the support rendered for recent natural disasters in Brazil, Japan, China, and Haiti.

HCE India SCR Activities



Hyundai Construction Equipment India (HCE India) regularly engage in CSR (Corporate Social Responsibility) activities giving due consideration to the people and environment in the area in October and November. This time, HHI India held a blood drive campaign with over 100 people and invited children from Samparc Balgram Orphanage to the factory.

HCE India staff had fun doing outdoor sports with the children and making an origami of excavators.

HCE India's CSR activities such as the donations and blood drive will continue to contribute to society.

HMF Makina Builds Bridges Between Korean and Turkish Cultures



HCE's Turkey distributor HMF held a Fun Day for 60 Turkish and Korean children at HMF Makina's HQ on November 23 in Kartal.

The day included painting activities, a rich open buffet meal, cutting celebration cake, music and dancing as well as experiencing Hyundai construction equipment first hand.

Turkish children were invited from an orphanage. Together with their Korean brothers and sisters, HMF Makina offered these kids what they need most at this age; a fun day with friends and gifts.

The day started with all kids painting their dreams and expectations.

They later had a chance to experience Hyundai operator cabin with a R55-9 mini excavator and an HSL 650 Skid Steer Loader. HMF found out, as much as they like cake,

they like construction equipment too.

As expected, the children showed a great attraction to this equipment and queues formed in front of the Hyundais. With HMF supervisors, all kids who wanted to get in and feel what it is like to sit in a Hyundai had the opportunity to do so. They were very happy to sit in the operator cabin and touch the buttons and controls.

All kids received gifts bag, including crayons and colouring books, where kids will color Hyundai equipments in their free time.

All in all, it was a great day, giving the opportunity to the future of both Turkey and Korea to come together and get to know each other better. We will continue to build more bridges between our two countries.

- This article was submitted by HMF

Family day in India

Hyundai Heavy Industries' Construction Equipment India (HCE India) held the Family day at the factory on December 27, 2013.

There were entertainment performances by staffs and their children. The Family day was attended by around 300 staffs and their family who cheered their works. The Family day concluded with sumptuous lunch as well.



HCE announced its personnel realignment

Hyundai Heavy Industries Group announced its executives and staffs' promotion as of January 2014. This realignment reflected on the strategic goal to nurture

organizational culture of quick decision making as well as creativity based on the corporate-wide innovation and to proactively cope with dramatically changing market.

The members who changed its position are as below;

 S.P. Ji Executive Vice President Chinese market	 Don Cha Senior Vice President Overseas market	 Shin Keun- sung Senior Vice President Domestic parts and Service	 Lee Weon-jae Vice President Chinese sales
 Jay Lee Vice President Overseas sales and Marketing	 J.C. Jung Vice President Industrial Vehicle Sales	 M.S. Kang General Manager Overseas sales part	 J. H. Han General Manager Marketing & Planning

In response to the growing importance of IT technologies in the construction market, Company created new Electric control system department empowered to develop entire electronic device. Kim Do-young, General Manager of

Electric control system department said "Based on an advanced technology system, we focus on developing all our competitive capability to accomplish our goal."

New Arrival at HCE Shop

HCE has added new backhoe loaders (H940C and H940S) and a Forklift truck (250D-7E) miniatures to the ever growing collection of scale models at Hyundai Heavy Industries' Construction Equipment Division (HCE) online shopping mall (<http://www.hceshop.com/cMain.html>) The new backhoe loaders and forklift truck miniatures are scaled to 1:30 for our customers' convenience.

The backhoe loader miniature is equipped with full options including the attachment. The 250D-7E forklift is the world's first miniature 25 tonne forklift truck.

Dealers and customers can browse through our new online

collections of apparel, scale models, stationery, items for children, and Korean traditional goods at the HCE shop (put site add) For more information, please contact Mr. C.Y. Lee (lcy0127@hhi.co.kr)



Chinese Dealer Annual conference

Hyundai Heavy Industries Construction Equipment Division (HCE) held its annual Chinese dealers' conference from December 8 to December 11 in [CITY]. Over 180 staff from Chinese subsidiaries including Beijing, Jiangsu, Shanghai, and Tai'an attended the annual conference to discuss the outlook for 2013 sales and the Chinese market situation. There was also an invitation lecture about Chinese construction equipment market situation and development direction. This annual conference was held to check the company's goals in China, Chinese market trends, and to plan an outlook for 2014.



Chinese VIP Tour & Demo Show in Korea

Hyundai Heavy Industries Construction Equipment Division (HCE) invited 130 guests from China to the VIP Tour in November. The guests toured facilities and equipment production procedures in the construction equipment factories. They also enjoyed visiting HHI other divisions including shipbuilding. Guests were reportedly very impressed with the production facilities in the factories, with the Demo Show in particular catching the guests' eyes.

HCE held equipment demo shows at its demonstration area in Eumseong on November 7. VIP tour guests watched demonstrations by Hyundai Excavators, Wheel loaders and Skid-Steer Loaders, which elicited loud applause. Guests especially enjoyed test driving the new 9-series excavators and compact radius excavators. These VIP tours provided a good opportunity to enhance the relationship between HCE and dealers & customers from China.



Hyundai Excavators Showcased in India's EXCON 2013

Hyundai Heavy Industries' Construction Equipment Division (HCE) showcased Hyundai earthmoving machines at EXCON 2013, a construction equipment exhibition held in Bangalore, India on November 20 to 24. In this event, the Construction Equipment Division won orders for 250 units worth USD 18 million.

The Construction Equipment Division debuted the new

R104LC-9 and R220LC-9 excavator models in this exhibition. HHI holds 18.4 percent of the excavator market in India.

EXCON is India's largest biennial construction equipment exhibition. At this year's expo, some 900 companies exhibited and more than 100 brand-new products were launched.



Logiest Eurasia 2013 in Turkey



Logiest Eurasia Logistics Exhibition took place from November 14 to November 17 in İstanbul Tuyap Exhibition Center. This exhibition in Turkey is the 6th Logiest Eurasia and is one of the biggest meetings of the logistics industry.

374 companies from 23 countries exhibited their products during the exhibition. HMF, our Turkish dealer exhibited the following forklift models; diesel forklift trucks 160D-7E, 70DS-7E, 50D-7AE, 33DF-7, 30DF-7, battery Models including 30B-9, 18BT-7, LPG Models including 25L-7M.

400 visitors visited HMF's booth and HMF provided catering during the exhibition.

PMV Live Exhibition in Dubai



During the last week of November 2013, Dubai witnessed a major construction related event, the BIG 5 Show, which attracted several thousands of the industry's decision makers.

BIG 5 Show is the largest building & construction show in the Middle East, attended by a large number of visitors from the India, Africa, and Middle Eastern countries. Held concurrently is the PMV LIVE exhibition dedicated to construction equipment and accessories.

PMV Live is an important business and networking event for construction industry professionals looking to source new plant, machinery, construction vehicles, and related products. Products including earthmoving equipment, piling and drilling machinery, mobile, tower, and crawler cranes, truck mixers, construction vehicles, power generation equipment etc. are exhibited at the show. It provides a preview platform of the latest equipment and machinery

available in the Middle East.

Hyundai & Al Wasit Machinery participated for the second year in the PMV show. As a Silver sponsor of the show, Hyundai received a dominating branding presence at the site and also gained very good coverage through various promotional media for the show.

At the Hyundai/Al Wasit stand, prominently located in the front row across the main entrance to the show, twelve Hyundai models were displayed representing almost the complete product range. These included the R300LC-9S

Long Reach Crawler Excavator, R220LC-9S Crawler Excavator with Rock Breaker attachment, R210W-9S Wheel Excavator, R60-9S Mini Excavator, HL780-9S and HL 757-9S Wheel Loaders, H940S Backhoe Loader, HSL 850-7 Skid Steer Loader with Broom attachment, HSL650-7 Skid Loader, 30DF-7 Diesel Forklift, 20B-7 Battery Forklift, and 15BRJ-7 Reach Truck.

Prompted by the UAE's successful bid to host the World Expo in 2020 which was announced on the eve of the last day of the show, the show was visited by enthusiastic industrial professionals. During the four days of the show more than 350 people visited our stand and inspected the displayed equipment. This resulted in receiving at the stand several inquiries for Hyundai equipment, which we expect to turn into valuable orders in the coming months.

- This article was submitted by Al-wasit

Phil Construction 2013 in Philippine



Phil Construction 2013 was held from November 6 to November 9 at World Trade Center Metro Manila in the Philippines.

Hyundai Heavy Industries' Construction Equipment Division displayed four models of Dash 9S-series machines including R140W-9S, R220LC-9S, HL757-9S excavators, and H940C Backhoe Loader.

HCE expects that the value of Hyundai brand goes up in Asian market through Phil Construction 2013.

Positive Result for beginners in HHIB

Hyundai Heavy Industries Brasil (HHIB) celebrated its first year of activities as a manufacturer with many goals accomplished, the latest being the delivery of the first batch wheel loaders to the Brazilian government on December 20 in Currais Novos, Rio Grande do Norte. HHIB enjoyed satisfying sales including winning an order for 731 wheel loaders during 2013.

For a new company in Brazil, this contract shows Hyundai's strong brand presence in the local market. The company's market share is increasing continuously, with Hyundai capturing up to 35% of the 20-tonne excavator market in some states. The company is also the market leader for 45-tonne and 65-tonne excavators.

The wheel loader market is a little bit different for the brand in Brazil. According to HHIB Marketing & Sales General Manager, Mr. Howard Chung, the wheel loader market demand has been around 5000 units per year since 2011 and Hyundai only has 5% of this share. "Now the scenario changes in our favor, after Hyundai won this federal bid our share will jump to at least 15%" he says.

On top of this, the 731 Hyundai wheel loaders will be distributed throughout Brazil, which is a very good advertisement for the brand 9 series. Therefore, the General Manager waits a positive result for 2014.

Brazil is a burgeoning market for construction equipment. The market in 2013 was around 330,000 unit 33.355

thousand, including motogradars, excavators, wheel loaders, backhoe loaders, and rollers. Part of this great result is due to government purchases and Hyundai knew how to enjoy this good season, biting a big slice of this cake. The 2011 record of machines sales was 30,645.

For 2014, HHIB has a great future ahead. The HHIB team is working to improve all processes and sharpen knowledge to get even better results in the future.

- This article was submitted by HHIB



► The 731 Hyundai wheel loaders will be distributed throughout Brazil



HHI Gains New World Class Product



Hyundai Heavy Industries (HHI) announced that the Company maintained its record for the most 'World Class Products' in Korea by gaining one additional certificate. This maintains the number of 'World Class Products' at 37, the same level as last year.

HHI's newly certified 'World Class Product' is a cylindrical FPSO, the Goliat FPSO ordered by Eni Norge in 2010.

'World Class Products' is a policy where Korea's Ministry of Trade, Industry and Energy selects products that have over 5% global market share, rank within the Top 5 in their market, and have an international market worth over USD 50 million with exports of USD 5 million annually.

This cylindrical floater is designed to store 1 million barrels of crude oil, and 4 million standard cubic meters of gas per day. It measures 112 m in diameter, 75 m tall and weighs about 53,000 tonnes. Goliat FPSO will be installed in the Goliat field, 85 km northwest of Hammerfest, in the Barents Sea.

Since the introduction of the 'World Class Product' policy in 2001, HHI's major products have been featured on the list every year.

HHI and Sidem Win USD 1.4 Billion Az-Zour North Project in Kuwait

Hyundai Heavy Industries (HHI) and Sidem, a subsidiary of Veolia Water Solutions & Technologies, announced the signing of a USD 1.4 billion EPC contract with SHAMAL AZ-ZOUR AL-OULA on December 12 to build the first phase of the Az-Zour North Independent Water and Power Project (IWPP).

HHI, as the EPC consortium lead, will carry out the construction of the gas-fired 1,500 MW combined cycle power plant. Sidem, as EPC consortium partner, will construct a 107 MIGD (486,000m³/day) desalination water plant on a turnkey basis. The capacity of Az-Zour North will account for around 10% of Kuwait's installed power generation capacity and around 20% of its installed desalination capacity.

The consortium will complete the project approximately 100 km south of Kuwait City in the fourth quarter of 2016. Kuwait's Ministry of Electricity and Water (MEW) will be the off-taker of power and water produced from the project



under a 40-year long-term Energy Conversion and Water Purchase Agreement (ECWPA). The project is the first independent water and power project in Kuwait developed as part of long-term expansion plans of the power and water production capacity in Kuwait and a pathfinder scheme for Kuwait's public-private partnership (PPP) program. Buoyed by continued high oil revenues and rapid growth of the economy and the population, it is expected that large water and power projects will be steadfastly developed in the Middle East. Thanks to the success in the first IWPP in Kuwait, HHI would be in good position in the successive bid of Az-Zour North IWPP phase 2.

SANDY ENEGUESS TRACTOR REVAMPS SKI RACING TRAIL WITH HYUNDAI CONSTRUCTION EQUIPMENT



Sandy Eneguess of Sandy Eneguess Tractor Service LLC knows two things very well: construction and skiing. So when he was given the opportunity to renovate the community ski area at Proctor Academy, an Andover, NH boarding school, he jumped at the chance.

The Peterborough, NH native has owned and operated a contracting business specializing in recreation facility and residential construction since 1977. On the side, he serves as the Proctor Academy Head Women's Ski Coach. With an extensive amount of knowledge and experience in both fields, along with the assistance of two Hyundai excavators, he knew he could get the job done quickly and efficiently.

Beginning in the fall of 2012, Eneguess began work on the project. His main task was to transform one of the school's existing ski slopes into an International Ski Federation (FIS) homologated men's and women's ski racing hill in order to host high-caliber races. In the first step of the renovation, Eneguess relied on his Hyundai R210LC-9 excavator to widen the old trail to the 120 feet required by the FIS. Working on such a steep slope, Eneguess had to use extreme caution and build ledges into the hill, giving the excavator a flat surface to work on. He then used the machine's bucket to clear away multiple feet of trees, brush, and rocks on both sides down the entire length of the trail. Once widened to the proper size, Eneguess used the R210LC-9's bucket to contour the

slope into a smooth flowing ski trail with natural turns and rolls.

"Clearing heavy material on a steep slope would have been a difficult task for any machine," says Eneguess, Owner and Operator of Sandy Eneguess Tractor Service LLC. "But the R210LC-9 Hyundai excavator delivered an enormous amount of power and handled the conditions well."

Enabling Eneguess' safe and efficient operation, Hyundai's R210LC-9 features a 143 hp, Tier 3, 6-cylinder, turbo-charged Cummins QSB6.7 engine built for maximum power, reliability, and performance. The machine has an operating weight of 50,520 lbs, a maximum digging depth of 22'1" and a bucket breakout force of 29,320 lbs. In the next phase of the trail building process, Eneguess solely used his Hyundai R60CR-9 mini excavator. Once the trail had been widened with the larger excavator, Eneguess turned to his smaller, more compact machine to re-contour the trail. The machine's light weight, combined with its hydraulic tilt grade bucket, made it the ideal fit for the job, delivering minimal damage to the trail while maneuvering delicately down the slope, contouring it in the process.

Once the ski trail met the appropriate standards, Eneguess was responsible for installing the lighting. For this task, Eneguess again used his R60CR-9 mini excavator. Starting from the bottom and working his way up,

Eneguess excavated 4-6 feet deep holes for each of the 27 electrical poles needed to light the trail. Each pole was set and stabilized in the ground while Eneguess installed the cable. Once complete, the Hyundai machine was used to back fill each area.

With the trail built and ready for the coming winter's race season, the only task Eneguess had remaining was on-going maintenance. Throughout the fall, Eneguess used his Hyundai R60CR-9 mini excavator, custom fit with a mower attachment, to trim the vegetation along the sides of the trail, keeping the trail clear and ready for snowfall.

"We work in many more applications than the average contractor so our equipment must be adaptable," states Eneguess. "Having the R60CR-9 mini excavator has been a huge advantage; it is easily one of the most versatile machines I've owned."

Providing Eneguess with compact size, yet substantial power, Hyundai's R60CR-9 mini excavator is equipped with a 55.2 hp, fuel efficient, Tier 4 certified, Yanmar 4TNV98 engine. The machine has an operating weight of 12,790 lbs, a maximum digging depth of 11'9" and a bucket breakout force of 9,190 lbs.

Having used the two Hyundai machines for multiple tasks throughout the project, Eneguess has become quite impressed with the features Hyundai has to offer. According to Eneguess, the machines not only provide optimum power

and performance for the majority of his work, but also an array of features making operation efficient and comfortable. Both excavators are ergonomically designed with spacious cabs, large windows and excellent visibility, having an ideal configuration of control devices, all of which Eneguess finds to be sufficiently more practical than many of his previous machines.

While features and productivity are important to Eneguess, machine uptime has always been his highest priority. To help keep his Hyundai excavators up and running, Eneguess relies heavily on his loyal Hyundai salesman, Flip Henry of Chappell Tractor in Milford and Brentwood, NH. A long time customer, since the 1970s, Eneguess is friendly with Henry and the entire staff at Chappell Tractor and trusts them to provide prompt service and parts availability whenever the need arises.

"If one of my machines breaks, needs a new part or just some regular maintenance, Flip will show up on my jobsite with a loaner machine ready for me to use in the interim," states Eneguess. "Having a great relationship with such a reliable dealership has been an asset to my business."

According to Eneguess, he is already eyeing up his next Hyundai equipment purchase and with the assistance of Flip Henry and Chappell Tractor, he is certain it will be another successful addition.

- This article was submitted by HCE Americas

Hyundai Wheel Loader ensures safe passage for workforce to construct remote Windfarm for EDF Energy Renewables.



Fallago Rig was EDF Energy Renewables most significant onshore development to date comprising 48 turbines with an installed capacity of 144 MW - the wind farm's annual output will be equivalent to the electricity consumption of around 90,000 homes. The site, which started generating in March and was commissioned in May, is one of the largest onshore wind farms to be built in the United Kingdom.

Construction of the main works was undertaken over a 16 month period – beginning in March 2012. At its peak 250 people worked on site each day and a total of 335,000 man hours were worked without a reportable injury.

A Hyundai HL 760 wheeled loader, supplied by Cumbria-based Hyundai dealer Taylor and Braithwaite, was the machine of choice for civil engineers Waitings Drainage and Pipeline contractors, also based in Cumbria, who were one of 16 contractors working on the high profile Fallago Rig Windfarm Project, located on an isolated and windy plateau on the Lammermuir Hills in Berwickshire on the Scottish Borders.

It was Waitings job, as Winter Maintenance and Access Support Services contractor, to ensure that permanent 24-hour safe access was provided to the remote and very complex project. This was a tough task as Scotland is known for its unforgiving winters and heavy snow fall. In short, it was solely down to Waitings and its Hyundai machine to keep this construction site operational.

Waitings director, Adrian Ash said: “The project was intense and we had to have a machine that was 100% reliable – and the Taylor & Braithwaite Hyundai 760 Wheel loader was unbelievably effective. The machine was modified with heavy duty snow chains and fitted with a high capacity shovel – this machine single-handedly kept this site operational. Some days the machine was operating during the day and through the night clearing heavy snow, so the sites 4x4s could transport personnel to the wind farm substations and turbine locations, which were snowed in – this was a breeze for the Hyundai.”

Mr Ash added, “This machine outperformed other machines in its class and was meticulously reliable in very adverse conditions. It was sometimes parked in sub-zero temperatures for extended periods and yet it still started first time. We had no failures with this product!”

Another modification, as an added safety feature to the Hyundai wheel loader was a GPS system. The roads were mapped out on the system and allowed operators to follow the GPS in complete ‘white outs’. “The GPS was 100% effective and the Hyundai performed very well with the system. This helped to satisfy a very robust health and safety culture on site and offered the client comfort on our delivery method.” concluded Mr Ash

Ian Burton, Sales Director, Taylor & Braithwaite said, “The ‘standard spec’ wheel loader was more than capable of working in such harsh conditions and a difficult environment – when we supplied the machine to Waitings – I had no doubt that the HL 760 would do the job required with ease!”

Mr Burton added, “Waitings have a wide range of

Hyundai machines which run into double figures, from 2.7-tonne minis up to 30-tonne excavators, a wheeled excavator, and the wheel loader and shovel, used on the Fallago Rig Project. The company was the very first of our customers to purchase Hyundai machines; we have an excellent working relationship with Waitings and are pleased to be working alongside a well-respected organisation, who works with major contractors in the area.”

Waitings contract with EDF Energy Renewables continues now that the wind farm is operational, Mr Ash said, “We are pleased to retain our access support service contract with our client and maintain safe access for the site maintenance teams to Fallago Rig and many more of EDFER’s assets.”

The local community also benefited from the project, which saw £3 million directly invested in the local economy. In addition, over 350 jobs were created in Scotland during the construction phase of the project.

Going forward, Fallago Rig Wind Farm and the Roxburghe Estate will pay £240,000 per annum, for the life of the project, into the local community fund to help enhance the quality of life for local communities and visitors to the Borders. The fund is being managed by Tweed Forum

- This article was submitted by HHIE



Al-Kasid Commercial Agencies Ltd.



About Al-Kasid Commercial Agencies Ltd.

Al Kasid Commercial Agencies is a wholly owned subsidiary of the Al Kasid Group, established as a family business half a century ago. In addition to being the Hyundai Heavy Equipment Distributor in Iraq, Al-Kasid is also the distributor of Hyundai commercial vehicles and Hyundai passenger cars in Iraq.

In 1998, Al-Kasid Commercial Agencies purchased its first four Hyundai machines consisting of two excavators and two wheel loaders. These units were displayed during the Baghdad International Exhibition, which sparked interest from several government entities and private companies. Initially, these machines were given to the Ministry of Housing, Ministry of Irrigation, and Baghdad Municipality for free trial. Al-Kasid appointed a technical team consisting of highly skilled trainers and engineers to introduce the machines and to brief clients with the advantages of



Hyundai over other brands.

We are a full service heavy equipment distributor operating from three main locations; Baghdad, Basrah, and Erbil; with a keen focus on meeting the needs of our public and private customers by providing excellent service, a focus that has always been part of the company's foundation.

Middle East Market Trends:

The Iraqi economy will be among the fastest growing in the world over the next five years, driven by an aggressive increase in oil production and the start of large-scale infrastructure projects across the region.

Growth opportunities for construction equipment industry continue due to large public investments in roads, ports, and other infrastructure.

Quality, price, and availability of replacement parts will become the most distinguishing factors in the Iraqi market over the next years. There is a continuous high importance of comprehensive after-market services and supply of replacement parts.

Al-Kasid Commercial Agencies is a key player in Iraq's construction business. Through tireless and collective efforts of management, effective sales strategies, excellent after sales service and continuous support from Hyundai Heavy Equipment, we have become a leader in the distribution of heavy equipment in Iraq.

The Iraqi economy will be among the fastest growing in the world over the next five years, driven by an aggressive increase in oil production and the start of large-scale infrastructure projects across the region.

Growth opportunities for construction equipment industry continue due to large public investments in roads, ports, and other infrastructure.

Quality, price, and availability of replacement parts will become the most distinguishing factors in the Iraqi market over the next years. There is a continuous high importance of comprehensive after-market services and supply of replacement parts.

Al-Kasid Commercial Agencies is a key player in Iraq's construction business. Through tireless and collective efforts

of management, effective sales strategies, excellent after sales service and continuous support from Hyundai Heavy Equipment, we have become a leader in the distribution of heavy equipment in Iraq.

Market Strategy for 2014

Building on the previous years' successes and increase in market share, Al Kasid Commercial Agencies is expanding its capabilities and service locations and adding 3S facilities to its existing assets portfolio. The 3S facilities will be added in two major cities of Iraq: Basrah and Erbil. The new locations complement the existing company's foot print and provide a significant advantage to our customers and will also lead to further growth for Hyundai Heavy Equipment in Iraq.

The facilities will serve as sales, after sales and spare parts centres to accommodate the increase of demand in construction equipment and sustain stock availability and equipment maintenance.

In terms of manpower, we will bring in additional well-trained sales and marketing teams, technicians, and service engineers.

We are also investing in additional mobile workshops to ensure machine efficiency and productivity, providing a 24-hour emergency hotline, and 24/7 service availability.

The vision of Al Kasid Commercial Agencies is to become the premiere heavy equipment distributor in Iraq by leveraging on the solid and successful partnership with Hyundai Heavy Equipment and growing the relationship to increase and sustain its leadership in the Iraqi market.

- This article was submitted by Al-Kasid





Please send pictures you wish to share.
Gift will be sent for selected pictures.

- ▶ Picture files 1600 x 1200 pixel files are recommended (or higher than 3 MBs)
- ▶ Send to : mariposa@hhi.co.kr

HL770-9 / 250D-9 / H930C
R210W-9 / R210LC-9 / R800LC-7A
(You can choose any one of these miniatures)

Selected pictures may be used in promotional products or prints by Hyundai Heavy Industries, CO., LTD hereafter



Along with the picture,
please include:

1. Sender's name / address
2. Model of the equipment
3. Equipment location and its operation



▶ R520LC-9 in Bulgaria



▶ R145LC-9 in France



▶ Hyundai Machines in S.Korea



▶ R210LC-9 in UK



▶ 160D-7E in Turkey



▶ R220LC-9S in Nicaragua

Correction of news



In the article on S. Africa and Namibia dealer NFS (summer edition), 'Manignom Group' which was mentioned at the end of article has no relation to the NFS. It was an error.