

Shining SANY

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A highlight of my China visit last week was touring the facilities at the SANY Heavy industry Co., Ltd. in Changsha which also served as the SANY Group headquarters. As we entered a vast assembly operation facility, we could not miss in the center of the building, resort like pools and lounging areas with palm trees. Asked about this, the officers with us explained that the company believed that workers' welfare was paramount and that this was the area for relaxation in between their tasks. For us, it looked a tropical paradise. Their treatment of the workers was consistent with the company saying, "Always be Grateful."

From a small welding material company in 1989, its founders – Liang Wengen, Tang Xiu guo, Mao Zhongwu and Yuan Jinhua transformed it into a global corporation with 4 industrial parks in China, 4 R&D and manufacturing bases outside China in the United States of America, Germany, India and Brazil and 18 subsidiaries around the world. SANY is among the top 10 global construction machinery manufacturers with a market capitalization in 2011 of \$21,584 billion.

Its distinctive edge lies in its determination to develop and manufacture quality and industry-leading products and adhering to the business philosophy of "all for customers". Annually, SANY re-invests 5-7% of its sales revenues into R&D, making it possible to expand its product line to concrete, road, port, hoisting, coal mining, pile driving, and excavating and wind energy machineries.

It establishes strategic cooperative partnerships with its customers worldwide by supplying quality products and providing technical support and solutions. SANY's 15 overseas parts centers together with its overseas provision network can respond in 5 hours for delivery of parts globally. It has a sophisticated monitoring system that ties up all its equipment in the field so that the central system can identify potential maintenance needs and proactively respond. Known as the Customer Service Management (CSM), it is designed to monitor the service received throughout the lifetime of the equipment and keeps constant watch (24/7) of all the equipment.

SANY tailors comprehensive training programs for each customer, combining theoretical with hands-on practice. Training sites could be at jobsites, at customer's doorsteps by overseas dealers and subsidiaries or at the SANY College in Changsha, China.

Some of its achievements are impressive. The SANY SCC4000 Crawler Crane (known as No. 1 Crane in China) was chosen among several renowned brands of the world for the Chilean San Jose mine accident

rescue operations. The Russian Federation Tower 340m in height is the highest building in Europe and is considered "the world's tallest full-concrete-structure architecture". In spite of the harsh ambient environment and temperatures as low as -25C, SANY's trailer-mounted Concrete Pumps succeeded in pumping B90 vertically to the top of the building. In the wake of the Fukushima nuclear power plant breakdown due to the major earthquake, SANY donated an SY5502THB 62B truck-mounted concrete pump to undertake water injection at the plant.

SANY Group Chairman Liang Wengen echoes Chinese President Xi Jinping's "Great Dream" as he said, "I believe that my hard work can contribute to the making of a Chinese brand name on the world arena... Here is how we will get there: to remold China's construction machinery industry with advanced technology, to turn our products into the best in the world through continuous innovation, unparalleled quality and services, and to exceed our customers expectations... Mankind is great for their dreams. SANY's dreams are being realized one by one."

Source: SANY Europe GmbH