

Liebherr buys tower crane business from the Shriro Group in Hong Kong

- The business has a hire fleet of 24 tower cranes, sales and service staff are transferred
- The long-term Liebherr dealer wishes to focus more on its core business
- Liebherr-Singapore Pte. Ltd is responsible for the Liebherr tower crane business throughout Asia

Biberach / Riss (Germany), April 2015 – Liebherr-Werk Biberach GmbH completed its takeover of the tower crane business from the Shriro Group of Companies in Hong Kong at the end of 2014. The company continues to build on its presence on the Asian market by taking over the business's entire hire fleet and all staff.

The Shriro Group hire fleet currently comprises 24 tower cranes. The 20 sales and service staff from the Shriro Tower Cranes Division are also transferring to Liebherr. "The crane specialists are superbly trained and have already complete courses at the manufacturing plant in Biberach", says Dominique Tasch, Managing Director at Liebherr-Werk Biberach GmbH. "That means that the transition will be very smooth and existing contracts and obligations will be met without any restrictions."

The Shriro Group has had close ties to Liebherr since 1978 when, under the name Peninsula Engineering & Equipment, it became an official Liebherr dealer and hire company for tower cranes in Hong Kong and Macao. Liebherr will now run this business itself. "The takeover will enable Liebherr to place a permanent footprint on the Asian market as a manufacturer", says Dominique Tasch. Shriro, with its global workforce of 3,500, plans to focus more on its core business - international trade in consumer goods.

Collaboration with Liebherr-Singapore and focus on project business

Shriro has an excellent reputation as a partner for large, important building projects - just like Liebherr tower cranes. So there is a good basis already for increasing market

share in Asia. And that is exactly what the company plans. Liebherr-Singapore Pte. Ltd will now be responsible for the Liebherr tower crane business throughout Asia. In addition to sales of new and used cranes, it will focus on expanding hire activities to acquire a stronger presence for Liebherr tower cranes in Southeast Asia.

At the same time the company is expanding its portfolio of services. Dominique Tasch continues: "We are particularly focussing on project business and special building sites. Liebherr can provide excellent services for complex special projects using the expertise of its engineers from the 'Tower Crane Solutions' Business Unit. We work with the customer to find a safe, economical solution to technically complicated building projects."

Captions:

liebherr-tower-cranes-shriro-hong-kong-300dpi.jpg

Management staff from the Shriro Group and Liebherr Tower Cranes after signing the takeover documents.

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