
Press Release

Chinese construction equipment manufacturer LiuGong opens Middle East headquarters in Jebel Ali

- *Regional office will offer technical support and serve as sales hub and spare parts distribution centre*
- *MENA market accounts for nearly 10% of LiuGong's international revenues*
- *LiuGong is globally renowned for quality products and its focus on R&D*
- *Dubai facility expected to generate annual revenues of US\$100 million*

Dubai, UAE; October 31, 2011: LiuGong, the leading Chinese manufacturer of globally recognized, high-quality construction equipment, today opened its Middle East regional headquarters in Jebel Free Zone, Dubai.

An ISO 9001 quality certified company, LiuGong's product range includes earth moving equipment such as wheel loaders, excavators, bulldozers and motor graders; compact equipment including skid steer loaders; road equipment like pavers and rollers; and forklift, cranes and concrete equipment.

The Dubai office will serve as the regional sales hub and spare parts distribution centre of LiuGong, and provide technical support to the company's large customer base in the Middle East and North Africa (MENA) region.

The new facility, sprawling over 2,200 sq metres, was opened by Mr Zhan Jing Bao, the General Consul for the Consulate General of PR China in Dubai, in the presence of LiuGong Machinery President Zeng Guang'an; LiuGong Middle East FZE Chairman Li Yu Ning; LiuGong Middle East FZE President York Liang; President's Assistant and GM of Overseas Sales & marketing Luo Guo Bing and other senior officials of LiuGong and Jebel Ali Free Zone Authority.

To mark the opening of the new office, LiuGong launched its new D series excavator, showcasing the 936D (see additional release for details). Mr Li Yuning; Lin Ming Zhi, Mr. HAMIDREZA AFRASIABI, Chu Chang Xing and Hasan Mahmood Saleh Mahmood, unveiled the new product.

Luo Guobing, President's Assistant and GM of Overseas Sales & marketing; Wu Ying Deng; Chen Hong, York Liang; and, Khaled Ahmed Ali El-Shatoury; opened the Parts Distribution Centre (PDC) at the facility, which is fully equipped to meet any requirement for spare parts from dealers and customers in the Middle East region.

Zeng Guang'an, President of LiuGong Machinery, said: "The opening of the Middle East regional headquarters in Dubai is a landmark in our global expansion plans. As one of the world's Top 20 construction equipment manufacturers, LiuGong already has a strong footprint across the MENA region, which accounts for nearly 10% of our international revenues.

"The Middle East is a strategic market for us, and our new facility will serve as a hub to meet the growing demand for our quality construction machinery that will drive the massive infrastructure development investments currently ongoing across the region. Dubai's central location as a financial and commercial nerve-centre makes it the ideal choice for LiuGong to drive our regional operations from the city."

York Liang, President of LiuGong Middle East FZE, said: "The new facility of LiuGong is expected to generate over US\$100 million in revenues annually. The Dubai office brings us closer to our customers and dealers, to meet any demand for machinery or spare parts swiftly. The office will help our customers to enhance their efficiency by reducing the time for technical support, and enable us to introduce to the Middle East region the latest products developed by our global R&D centres."

He added: "We are thankful to the Jebel Ali Free Zone authorities for their support to us in opening the facility. The central location in Jebel Ali will make our logistical operations more efficient, and help us reach out to more markets in the wider MENA region, which witnesses huge investments in the construction sector."

LiuGong started its MENA operations 10 years ago and has ten key dealers in strategic markets. The Dubai facility will stock parts and machines, which will be imported from China and other global manufacturing locations of LiuGong to the Jebel Ali depot. They will be tested here and made available for customers. The facility will also provide training programmes for LiuGong's regional dealers and customers.

Competitively priced, durable and reliable, LiuGong products are quality-tested to the highest international specifications with the company ranked as one of China's Top 60 brands. The winner of the Chinese National Quality Award, LiuGong has state-of-the-art R&D centres, over 40 research divisions and over 13,000 staff including more than 750 engineers.

Drawing on international expertise in the sector, LiuGong has 20 global manufacturing facilities, nine parts depots and a dealer network across 90 countries providing some 1,800 sales outlets. One of the world's largest wheel loader manufacturers accounting for 15% global market share, LiuGong recorded US\$2.34 billion in sales revenue in 2010, producing over 62,000 units.

LiuGong applies the integrated ISO system of QMS, EMS and OHSMS, to continuously improve quality, reliability and efficiency, while also caring for its people, the communities, and the environment.

According to estimates, the cumulative growth of the construction sector in the MENA region is expected to be over 80% by 2020, with the emerging markets in MENA and Asia to account for 55% of the global construction. The central hub status of LiuGong's Jebel Ali facility will enable the company to reach out to the regional markets more efficiently.

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Note to Editors

About LiuGong:

One of the Top 500 Chinese manufacturers and ranked in the Top 20 international construction equipment manufacturers, LiuGong was founded in 1958 in Liuzhou, China.

An ISO 9001 quality certified company, LiuGong's product range includes earth moving equipment such as wheel loaders, excavators, bulldozers and motor graders; compact equipment including skid steer and backhoes; road equipment like pavers and rollers; and forklift, cranes and concrete equipment.

With over 50 years of expertise in the sector, LiuGong has 20 global manufacturing facilities, nine parts depots and a dealer network across 90 countries providing some 1,800 sales outlets.

The Dubai office in Jebel Ali Free Zone is the hub for the company's operations in the Middle East, and complements the company's global operations with subsidiary companies in Houston, Texas; Belo Horizonte, Brazil; New South Wales, New Delhi, India; Johannesburg, South Africa; Singapore and Amsterdam, The Netherlands.

Over the last decade more than 10 models of LiuGong products have won national awards and honors, such as "Chinese Top Brand" for LiuGong wheel loader.

Through decades of investment and upgrade, LiuGong has equipped their factories with world-class manufacturing facilities to keep the Company's competitiveness. LiuGong applies the integrated ISO system of QMS, EMS and OHSMS, to continuously improve quality, reliability and efficiency, while also caring for its people, the communities, and the environment.

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