

# Hitachi Construction Machinery - TURKEY

Hitachi Construction Machinery Middle East Corporation FZE  
Istanbul Branch  
General Manager  
**Aycan Akalin**



## Outline of Hitachi Turkey

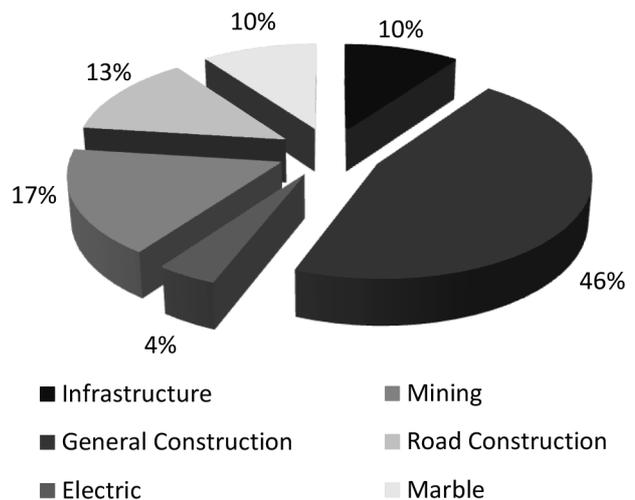
Hitachi Construction Machinery business has started in 1982 in Turkey with the current long time partner Enka Pazarlama. Turkey, being a developing country, located in a very strategic geography, with full of natural resources have provided a promising environment to Hitachi. Crawler excavator market is one of the biggest in European market with almost 4000 units/year. Hitachi has 15% market share, and contributing to 50% of the dealer's annual turnover.

## How the business started

ENKA Construction, the mother company of the dealer "Enka Pazarlama", being No.1 Construction company in Turkey and listed in the top 100 ranking in the world, operated 2 units Hitachi UH171 (40 ton class excavator) in Jubail Industrial City Project in Saudi Arabia in 1980. Mr. Sarik Tara, the founder of the company, had been extremely pleased with the performance of these machines, and decided to communicate with Hitachi Construction Machinery in 1982. Since then Enka Pazarlama Ihracat Ithalat AS. has been successfully distributing Hitachi Excavators as one of the top brands in Turkey. In 1986 Hitachi established a Liaison Office in Istanbul. To be close to own product and end-users, to feedback all problems, working conditions, applications to the factory and having a factory who seriously consider all such information is one of the major point to improve the product. In 2013, Liaison office status was changed to Branch of Hitachi Construction Machinery Middle East FZE, U.A.E.

## Business Structure

The below graph summarizes the machinery structure in Turkey. General construction including hydro-power, building, bridge, industrial facility has the majority in machine distribution.



Mining together with marble is the second largest business sector. Coal, Marble, Chromium, Boron and Gold are some of important minerals of Turkey. 72% of the world's total Boron, and 33% of the world's marble are in Turkey. And, Hitachi Construction is one of the major equipment supplier to those sectors. In 2013 Hitachi delivered 9 units EH4000AC-3 rigid dump truck and 1 unit of EX5600E-6LD to the biggest gold mine in Turkey "TUPRAG" which is 100% subsidiary of Eldorado Gold-Canada. This mine is one of the lowest cost gold producing mine in the world. The rigid dump trucks are trolley ready which means they are able to be run under power line with very cheap cost comparing diesel fuel.



EX5600E-6LD is loading EH4000AC-3 in the gold mine

The loading equipment, EX5600E-6LD is pure electric drive, operated by 6600 Volt. The operating cost comparing to a diesel driven one is almost 3-5 times cheaper.

## CONCLUSION

Having such potential in Turkey, is expected to have a steadily growing market especially in mining and infrastructure sectors. Electric driven equipment in mining business will be more common since the diesel fuel cost is one the most expensive of the world in Turkey. We can roughly say that the energy consumption of a rigid AC drive dump truck under trolley crusing on 10% slope mine road, loaded, could be around 60 – 65% less than the consumption of the same truck with diesel drive. Moreover, the truck speed may be doubled under the trolley which brings faster cycle time, means less number of truck but more load to carry, and results as to reduce the investment for the equipment in the mine. Thus, electric shovels, trolley trucks will come more into the picture in the coming near future. The advantage of Hitachi in this particular equipment is to use own electric drive system, drive control systems technology (by Hitachi Group Companies). Including this, all group companies synergy is used in Hitachi Construction Machinery Equipment which may be considered as more reliable.

Supporting the equipment in a best possible manner is the key for success, besides the equipment quality. Turkey is very much price oriented market however the proven after sales support adds big value. Hitachi, having more than 30 years of experience in Turkey, has such mind and has al-



Trolley Truck

ready proven its power in after sales support, which is awarded by the market with always very high market shares. For this purpose, Hitachi trained the dealer and customers continuously, and supported the dealer activity of product support with own local and Japanese engineers. The training is not only technical but also about product support management. As the result of such efforts, today Enka keeps a very good spare parts stock as well as well-trained technical engineers. Visits to the jobsites frequently by local and Japanese engineers are appreciated very much by the dealer and end-users which returns as new sales. Very quick and correct response to the dealer's technical problems increased the thrust to Hitachi.

It is for sure that construction machinery industry will continue developing and will bring more and more demands. We believe the country potential and future. Therefore, we, Hitachi, will continue to be in this market, and continue serving our end-users. 



Mr. Sukru Eltutar of ENKA, business travelers from Hitachi Construction Machinery, and the author at the dinner after their meeting in Istanbul in 1988