

construction equipment manufacturers in Japan. This represented the first step by IECIAL to link up with the global industry network in its endeavour to grow the Indian industry.

Mr Masayuki Ennyu, Chief of Management Board of the CEMA International Trade Committee, looked forward to his interactions in India and issued a special invitation to IECIAL to take part in the international meeting of construction equipment industry associations in Tokyo in May 2009. CEMA currently represents 97 per- cent of Japan's construction equipment industry.

IECIAL Chairman Mr S K Mitra gave an overview of the Indian industry and explained how the association is gearing up to complement the initiatives of industry players and the government, by focusing on building support for the required regulatory changes, creating international awareness of the "Made in India" brand and providing a platform to share industry learning and trends.

Earlier welcoming the Japanese delegates and participants, Mr J P Nayak, Chairman, CII National Committee on Capital Goods & Engg., urged the industry to make an extra effort in skill training and development and equip itself to build up global scale.

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## Quippo, the key Player in Equipment Rental in India



The equipment rental business is currently pegged at around 7-8 percent of the total construction equipment industry revenues estimated at around \$3.5 billion (Rs 14,500 crore) and is expected to grow to more than \$7-7.5 billion (Rs 30,000 crore) by 2010.

The equipment rental market is not yet fully developed but there are a number of companies who have entered into this business, encouraged by the high interest regime. This will further give a boost to the demand for small and medium sized as well as specialized equipment on rent. In order to complete a particular project within stipulated time frame, the contractor is inclined towards renting versus buying.

Since this industry is at a nascent stage and still growing, most part of the industry is still unorganized. Out of the organized portion, Quippo Infrastructure Equipment Ltd. (QIEL), an India-based global transnational corporation has grown manifolds in last few years and running as an industry leader with total asset bank worth \$125 million.

Quippo today provides high value, multi-purpose, specialized and general purpose infrastructure equipment on rent with branches and yards in all the major cities of India. The company also provides trained manpower and maintenance through these equipment banks. Being a capital intensive sector, the company is on an ever growing path and ramping up its operations to reach to new audience and pace up with rising demands.

## German Construction Equipment Sector Progress



The German manufacturers of construction equipment and building material machinery were able to improve their turnover in 2007 by 29 percent to 15.3 billion Euros. Of these, 11.3 billion Euros were made with construction equipment and 3.9 billion Euros with building material, ceramics and glass machinery. This equals an increase of 31 and 24 percent, respectively, compared to 2006. With this result, our industry saw yet another record years," said Mr. Dr Christof Kemmann, president of the industry's association, at a recent board meeting.

The number of orders improved yet immensely in 2007 compared to 2006. The number was in parts twice as high at the end of 2007/beginning of 2008 compared to the same period of the year before. With regard to plant manufacturing, there are lead times of currently up to 18 months. In order to be able to cater for this enormous demand, companies invested on a large scale in 2007.