



The Journey of Malaysia MEWP Market



Asia Conference 2018
19 July - Kuala Lumpur

Malaysia Daredevils Workers



Malaysia Daredevils Workers



KANG HAN FEI



Malaysia

Member of  Group

Introduction

1991



1996



2015

2000

Introduction

2016



3 Phases of MEWPs Development



New Emerging Market

- Lack Awareness
- Lack of Machines
- Lack or non existence of Safety Standards



PAST



Established Emerging Market

- Growing Adoption
- Growing Fleet Size
- Safety Pull from Large Contractors or Project Site



PRESENT



Mature Market

- High Adoption
- Right Size Fleet
- Safety Standards



FUTURE

The Past - 1980's to 2008



New Emerging Market

- Lack Awareness
- Lack of Machines
- Lack or non existence of Safety Standards



1980s

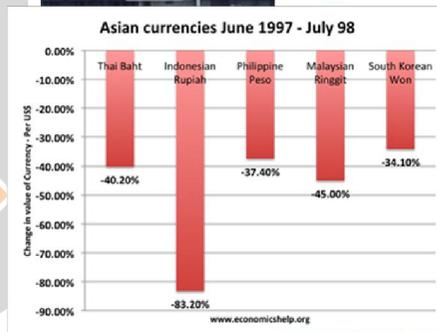
- MEWPs Introduced
- Limited No. of Machines

1990s

- Construction Boom Time
- Asian Financial Crisis

2000

- Y2K
- Recovery
- Stagnant Market



The Past - 1980's to 2008



New Emerging Market

- Lack Awareness
- Lack of Machines
- Lack or non existence of Safety Standards



Scaffolding is the choice of access at heights



Mostly scissors and old machines



Rental Concept not well received by End Users



Strong Presence of Truck Mounted (Skylift)

The Present 2008 - 2018

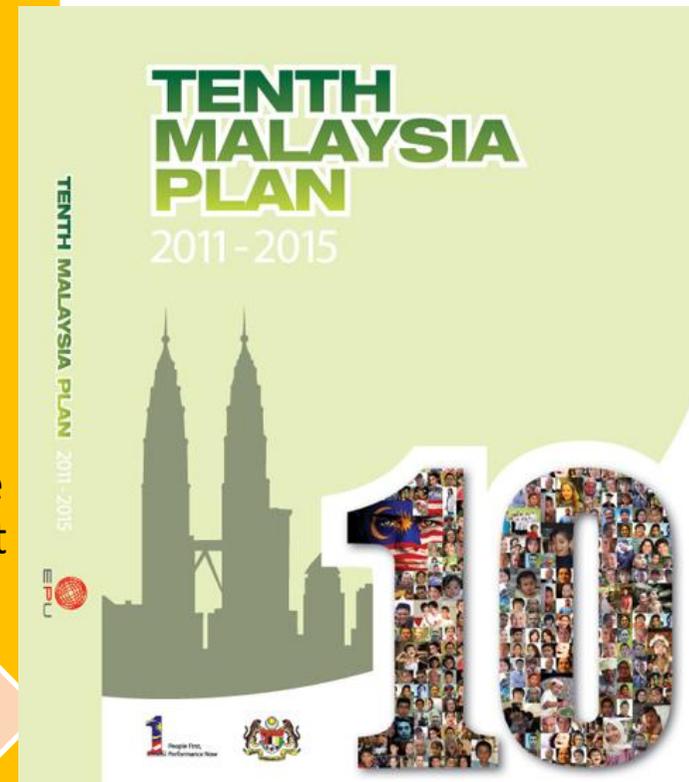


Established Emerging Market

- Growing Adoption
- Growing Fleet Size
- Safety Pull from Large Contractors or Project Site



Stimulus Package
+ 10th Malaysian Plan
The **Crisis** turn into
Opportunities



The Present 2008 - 2018

MRT and LRT Projects



Established Emerging Market

- Growing Adoption
- Growing Fleet Size
- Safety Pull from Large Contractors or Project Site



PIPC (Pengerang Integrated Petroleum Complex) better known as **RAPID**



The Present 2008 - 2018

Characteristic of Mega Project

Timelines to Complete



Established Emerging Market

- Growing Adoption
- Growing Fleet Size
- Safety Pull from Large Contractors or Project Site



Shortage of Labor



Push for the use of MEWPs
THE MARKET RESPONDED TO THE DEMAND

Stringent Safety Requirement



The Present 2008 - 2018



Enter of Small & Medium Rental Co.

Large Fleet of MEWPs Available with Affordable Rental Price

Established Emerging Market

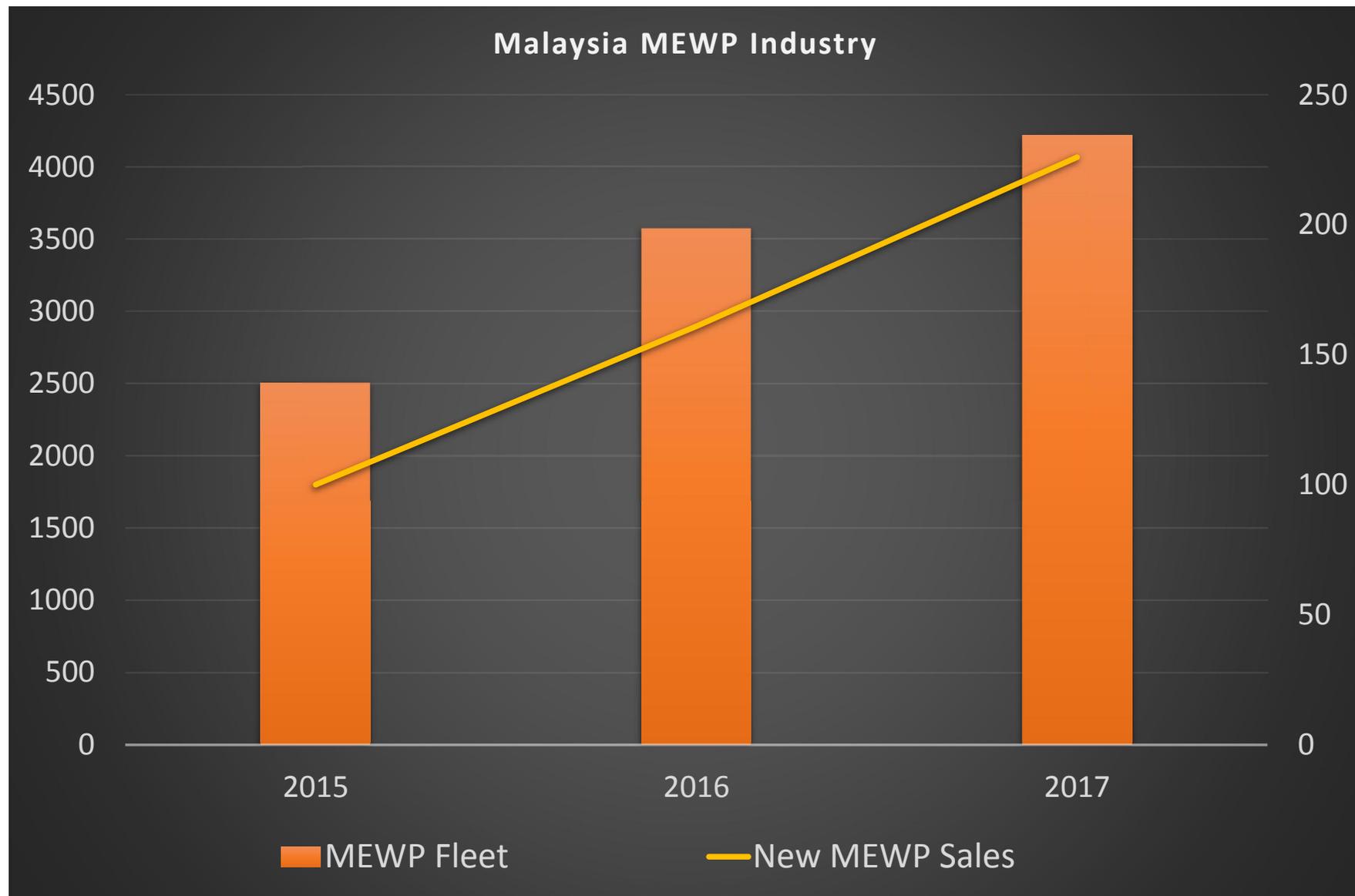
- Growing Adoption
- Growing Fleet Size
- Safety Pull from Large Contractors or Project Site



More Established & Professional Rental Co. Safety & Operator Training is made Available

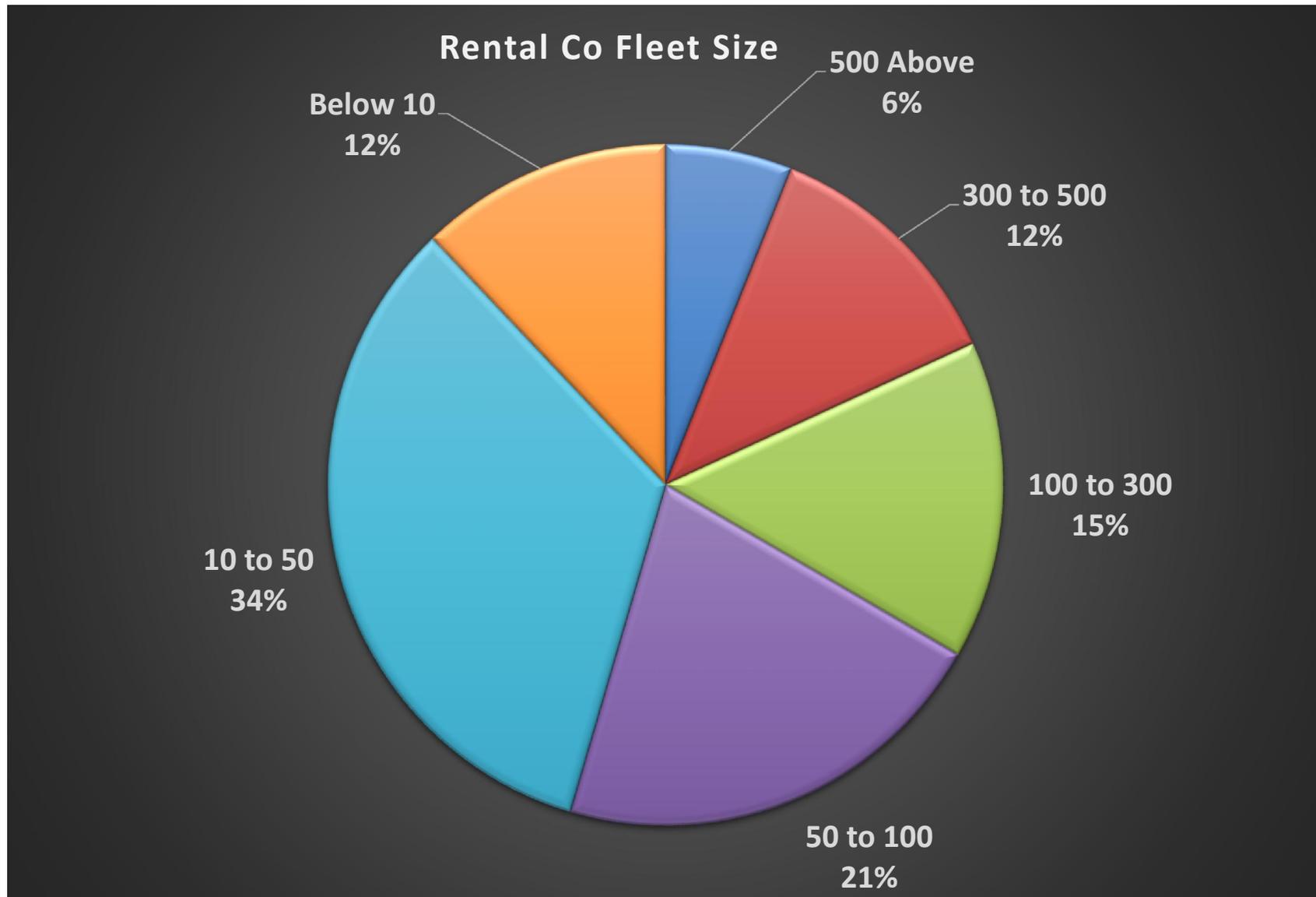


The Present 2000 - 2018



Source: AEM Reports and Local MEWP Rental Fleets Survey on 34 Rental Co; exclude Truck Mount

The Present 2000 - 2018



Source: MEWP Rental Fleets Survey on 34 Rental Co

Development of MEWPs Market



New Emerging Market

- Lack Awareness
- Lack of Machines
- Lack or non existence of Safety Standards

THE PAST



Established Emerging Market

- Growing Adoption
- Growing Fleet Size
- Safety Pull from Large Contractors or Project Site

THE PRESENT

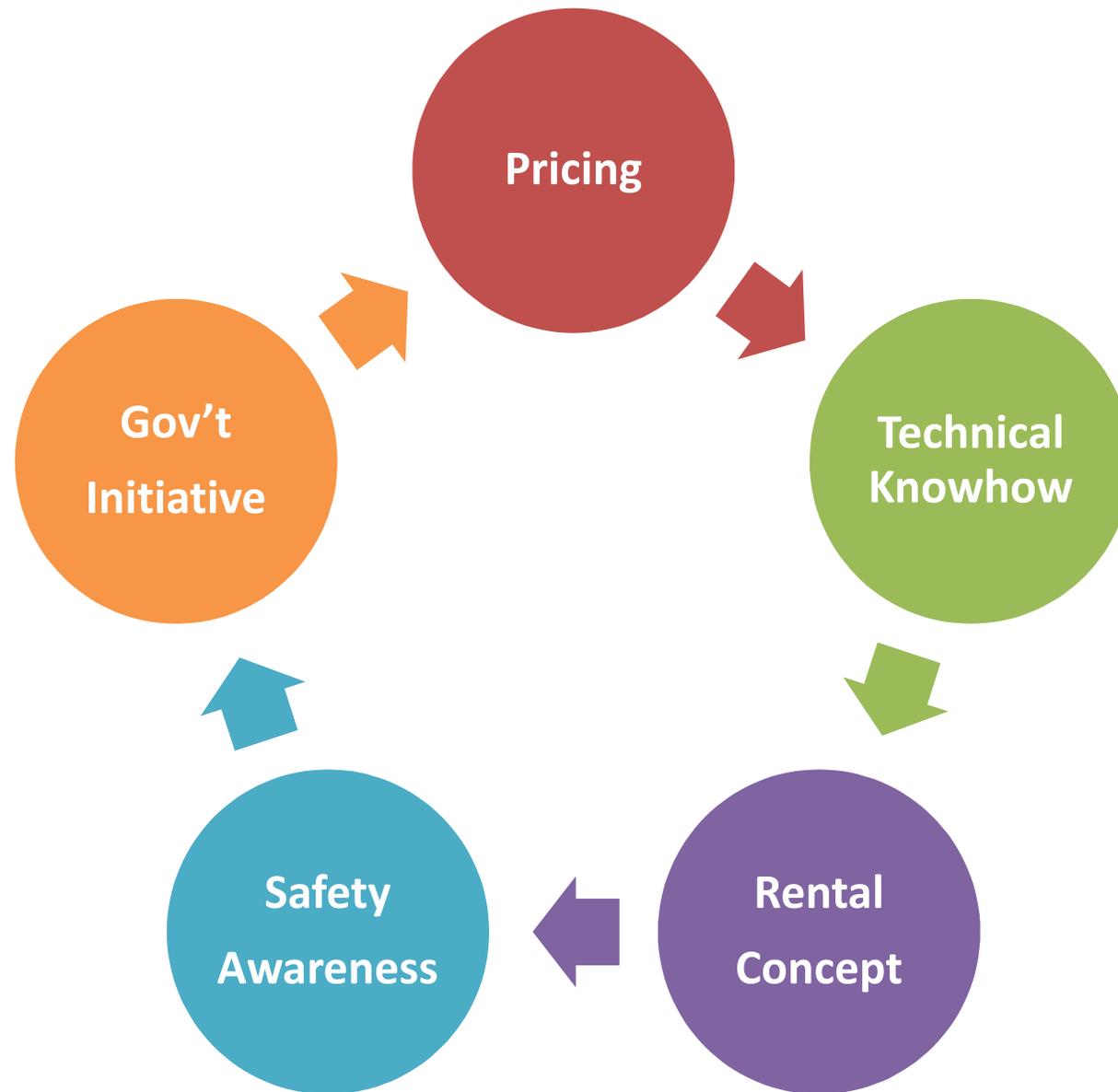


Mature Market

- High Adoption
- Right Size Fleet
- Safety Standards

THE FUTURE

The Challenges Facing



The Future – Looking Forward



STRONGLIFTER

equipinc



**SUPERB
ACCESS**
Global Access Solution



LAIMOVING
Since 1985



L
LINERLIFT

EESB

AKT/O

Mature Market

- High Adoption
- Right Size Fleet
- Safety Standards



The Future – Looking Forward

Rental Company
Who Provide ~~Equipment~~

Emphasize
Safety

Believe in
Training

Focus on
Service

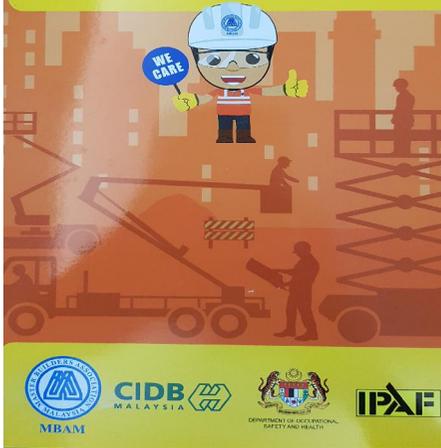
Invest in
New
Machine

Create
Differentiation

Service Company 
Who Provide Total Solutions

The Future – Looking Forward

Guidelines for Safe Use of Mobile Elevating Work Platform (MEWP)



March 2018

MBAM launched **Industrial Guidelines for MEWP** with CIDB, JKKP and IPAF



Mega Projects

Will continue to fuel the industry



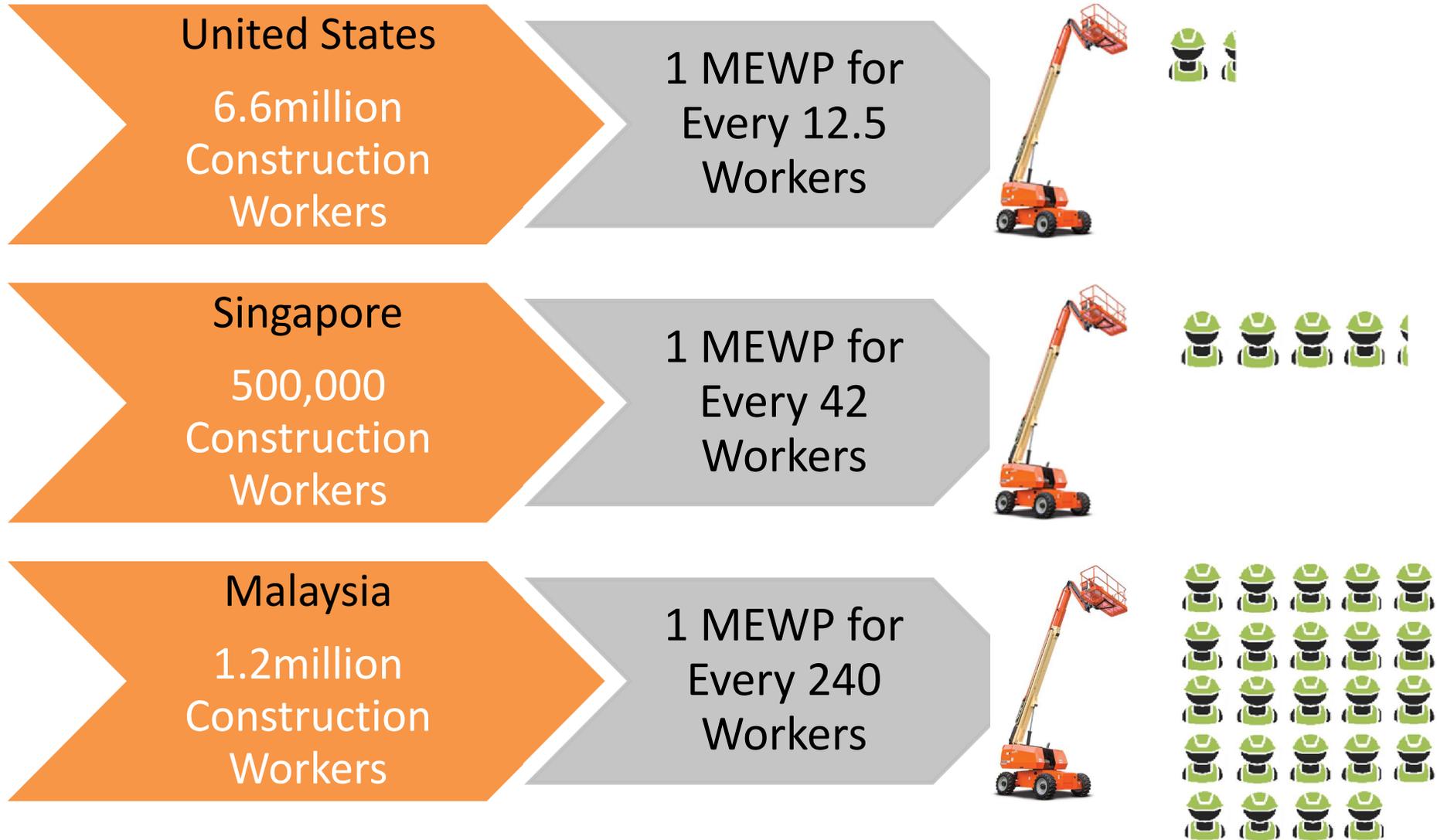
Mature Market

- High Adoption
- Right Size Fleet
- Safety Standards



The Future – Looking Forward

No. of Construction Workers @ MEWP



Development of MEWPs Market



New Emerging Market

- Lack Awareness
- Lack of Machines
- Lack or non existence of Safety Standards

THE PAST
1980s - 2008



Established Emerging Market

- Growing Adoption
- Growing Fleet Size
- Safety Pull from Large Contractors or Project Site

THE PRESENT
2008 - 2018



Mature Market

- High Adoption
- Right Size Fleet
- Safety Standards

THE FUTURE
2018 - 2022

Our Suggestions to the Stakeholders



Manufacturers



Authority



Rental Companies



Users



Manufacturers

- **Established Manufacturers:**
 - Closer working relationship with the Rental companies. Understand what the market wants
 - Provide good **technical supports** and educate the industry with the **right practices**
- **New Entrants:**
 - MEWP is for Safety and Productivity
 - Understand and Serve the Market Needs
 - Be a Great Maker not a Big Maker chasing for numbers.



Authority

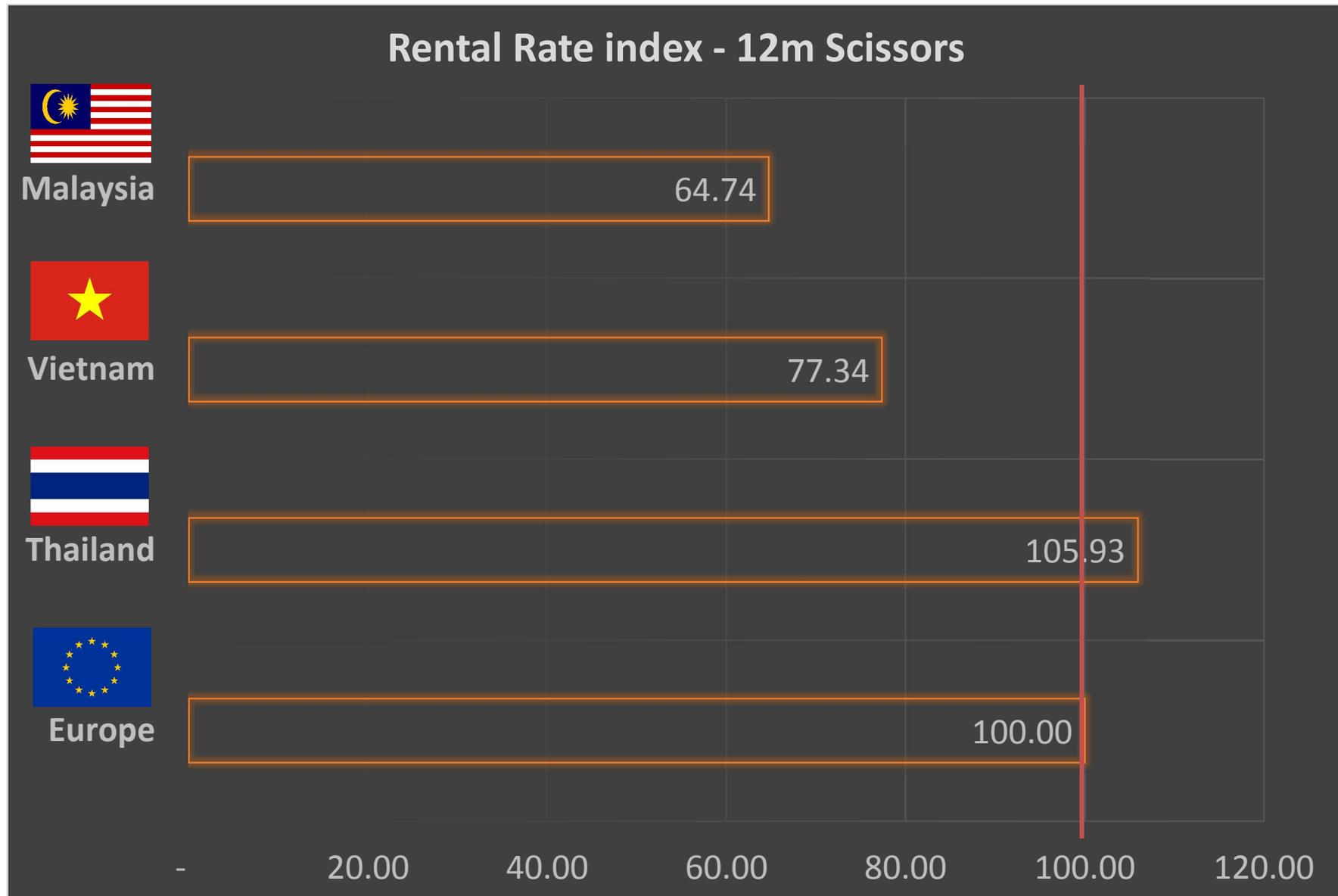
- **Simplify and Centralize** the process in **PMA** renewal
- Promote the **Use of MEWPs**
- Encourage **Operator's Training**
- Stringent **Enforcement** against unsafe practices
- **Educate the Public** about Important of Safety
- **Set Timeline** for the development of MEWPs



Rental Companies

- Rental is a **matrix of decisions** – Understand the essence of Rental – TCO, Time Utilisation, Fleet Mix....
- **Choose and understand your market** – it helps you to have the right mix of machines
- **Create Your Own Market** and Be Different
- Invest in **Service & Training**
- **Beware of Maintenance**, get rid of very old machines – they are your liabilities to operations and financials.
- **Understand your costing** – Profit keeps your business growing. Understand your costing will avoid enter Price War

Our Suggestions to the Stakeholders

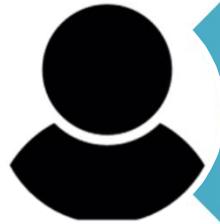




Rental Companies

- **Create Your Market** and Be Difference.





Users

- Choose the **Right** Rental **Companies**
 - Do not make choice based on price alone

Our Suggestions to the Stakeholders

BUNGY JUMP
\$2,800
Per Jump



Its Expensive.
Can it Be
Cheaper?

Sure! The finer
the rope, the
cheaper! We
have rope of
\$500 and \$1,000.
I can even do it
for **free** if without
rope! **Deal?**

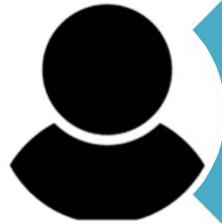
可以!! 繩子越細越便宜
500元, 1000元的繩子也有
不要繩子的話免費! 要不要?

**Respect
the Price
when
Seeking
for Quality**

那給我來個
5000的吧!

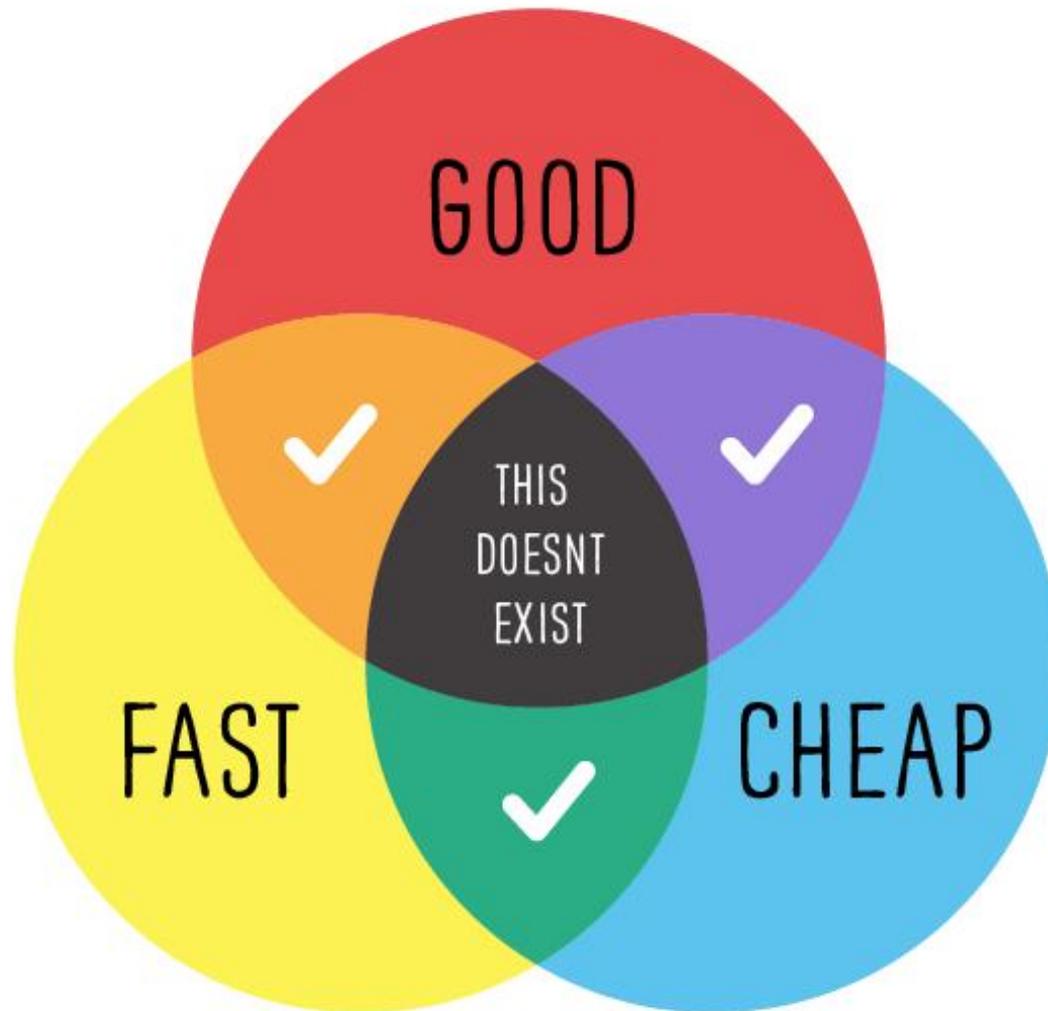
所以當你在追求品質的時候
一定要尊重價格

OK... I will
have the
\$5,000 rope....



Users

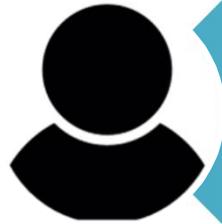
- Choose the **Right Rental Companies**
 - Do not make choice based on price alone
 - Give time to Rental co to prepare their machines thru forecast. Fast won't be cheap, and definitely won't be good.



REALITY CHECK

THERE ARE 3 KINDS OF SERVICE
GOOD - CHEAP - FAST
BUT YOU CAN PICK ONLY TWO

GOOD & CHEAP WON'T BE **FAST**
FAST & GOOD WON'T BE **CHEAP**
CHEAP & FAST WON'T BE **GOOD**



Users

- Choose the **Right Rental Companies**
 - Do not make choice based on price alone
 - Give time to Rental co to prepare their machines thru forecast. Fast won't be cheap, and definitely won't be good.
 - Reject & Report any Unsafe Machines & Practices
- Ensure **Competency** of your **Operators** thru **Training**
- And More importantly....
- **Pay Your Suppliers Promptly** 😊



THINK
SAFETY IS
EVERYBODY'S
BUSINESS

Source: Product # 2288 Item # 10038662 - 1/8/2017



