

**SOUTHEAST ASIA**



Brimming  
with potential

**The Southeast Asian market for MEWPs is becoming one of the biggest talking points in the industry. AI finds out why.**

**W**hile China still has plenty of challenges for those seeking to expand in the country, it has developed enough to be a recognized and established MEWP market. Now, the access industry is looking around for the next step. Undoubtedly, Southeast Asia fits that category.

Demonstrating the importance of the region outside the mature market of Singapore, IPAF held its Asia Conference and Showcase in Kuala Lumpur, Malaysia, during July. It is the first time such an event has been held in the country and some 300 delegates, mostly from around Asia, gathered to see a wide range of presentations touching on key aspects of the industry.

The day kicked off with the launch of Malaysia's guidelines for Safe Use of Mobile Elevating Work Platforms. The comprehensive guidelines were produced by IPAF, the Master Builders Association of Malaysia (MBAM), CIDB Malaysia, and the Malaysia Department of Occupational Safety and Health (DOSH). The guidelines are a first step towards the introduction of working at height safety regulation.

It was swiftly followed by a Memorandum of Understanding (MOU), signed by IPAF and MBAM, with the aim of developing quality training for MEWPs in Malaysia. It was witnessed by the conference's deputy director general of occupational safety at DOSH, Haji Korman bin Haji Mohd Naze.

The event was accompanied by a two-day exhibition of MEWP manufacturers and other related suppliers, and a gala dinner that took place on the evening of the 18 July.

**Aver Asia**

Rental companies in Southeast Asia tend to have been founded in the region, rather than being expansions of established players based outside the region. None more so than Aver Asia. It was founded by Ang Poh Kiang in Singapore in 1999 and became a Genie dealer in 2006 with less than 10 Genie machines in its ownership. Over 12 years, the company has grown its rental fleet size to about 3,000, of which 90% are Genies. Aver Asia also partners with brands like Atman, Doosan and Hilti to provide a range of other products.

In 2016, Aver Asia received accreditation as an IPAF approved training centre and signed



**Ben Koh,**  
COO of Aver Asia

a memorandum with Institute of Technical Education (ITE) to set up a training facility in ITE College West in Singapore.

The company has always kept an eye on Southeast Asia, and today has expanded its footprint outside its Singapore headquarters to include 15 depots in Malaysia, Indonesia, Myanmar, Thailand and Cambodia.

Ben Koh, COO of Aver Asia, is a veteran of the sector, having spent more than a decade promoting aerial platforms across the region.

"If you grew up in Asia like I did, seeing workers scale towering timber scaffolding and later metal cages on construction, marine, oil & gas or power plants was a common sight."

Not anymore. "MEWPs have slowly replaced these rickety structures and continue

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# The New Talking Point for MEWPs – Southeast Asia Think Global. Act Local.

(Sep 2018) What lies between the 2 established MEWP markets, Singapore and China, is the land of potential. Aver Asia is now recognized globally as one of the biggest rental companies in the Southeast Asia region (*Access International, Aug-Sep 2018 Issue*).

Our company is recently featured in Access International. The international publication is a reputed industry-focused magazine with high editorial quality and independence from any commercialized pressure.

Our COO, Ben Koh, was interviewed and shared his views about the regional MEWP markets. He cited that MEWPs have slowly replaced rickety structures such as towering timber scaffolding, and gained popularity across Southeast Asia. The change was up-lifted by demand for productivity and safe work-at-height solutions.

Ben gave the international audience a history lesson too. In Singapore, the MEWP evolution started in 1992 with the construction of Suntec City, one of the largest mall in the city state, which also housed the iconic Fountain of Wealth. By the way, the fountain is listed in the Guinness Book of Records as the largest fountain in the world.

With a resilient government, Singapore paved a fast-tracked use and development of MEWPs, much admired by our neighbors. Ben elaborated that when a country is in the industrialization stage, it attracts foreign investments and with that comes a culture of safety and efficiency.

After Singapore, he shared that the other forerunners in Asia are Malaysia, Indonesia and Vietnam. "There are also bright spots, one of which is Myanmar. This is a country with a lot of potential now... .. I think the pace will pick up." he added.

## The New Talking Point for MEWPs – Southeast Asia

**Think Global. Act Local.** (Continued)

Currently Malaysia has a MEWP fleet size of 4,000-5,000. It is still notably far from the 12,000 Singaporean fleet. However, Malaysia is seen by many industry leaders, including our COO, as the next big MEWP market that can greatly influence the growth in Southeast Asia.

One of the challenges currently facing the region, and the rest of the world is the lack of skilled field service staff to support MEWPs. Ben candidly addressed as with improved living standards, it is only expected that fewer people want to work under the sun. “Language is also another barrier as they can’t read the manuals.”

We do have our concerns about passing on the trade. In 2016, Aver Asia teamed up with the Institute of Technical Education (ITE) to provide a 3-year training course.

“I have a 10-year vision for Southeast Asia. We know that there is a lot of room for development in some of the countries, which have huge geographical areas. So, our vision is to **think global, act local.**”

## Aver Asia is no. 36 in the World Stage!

36 <sup>40</sup>	Aver Asia	3059	2816	%	50	36	38.8%	S,B	15	Singapore, Malaysia, Indonesia, Myanmar, China, Cambodia	Singapore
37 <sup>37</sup>	Galmon	3000	3000	0%	0	0	-	S,B	1	Singapore	Singapore

(Sep 2018) Drop your pen and stop whatever you are doing. Give yourself a pat on the shoulder. With the concerted efforts from every one, Aver Asia has thrived to the 36<sup>th</sup> spot (up 4 positions) in the Access 50 Rental Fleets, in 2018.

There seems to be some noticeably trends amidst the world’s largest rental companies over the past year. One of which is to buyout and to be dominant in each territory they are in. For example, Loxam group, re-securing 3<sup>rd</sup> position, has newly acquired Spain-based Hune and Italy-based Nacanco.

Another prominent trend that goes hand in hand with the first trend is brand awareness. Many big rental companies are building their brands. It is worth noting that TVH group has undergone a re-branding exercise to be known as Mateco.

Southeast Asia is now in the limelight as the key new market for MEWPs. Among the countries, Singapore is an established and mature market. Aver Asia, is one of three Singapore-based rental companies, in the Access 50 Rental Fleets ranking. The other two rental companies are Galmon and LH Construction & Machinery Leasing.

Aver Asia saw an uptick of 8% in MEWP fleet and 38% in Telehandler fleet in 2018. We, like some of the other key players, are also growing in greatness for the past year - 3 new overseas offices, acquisition of AsiaMac and a new corporate image. This significant stage and such swift strategic expansion can only be made possible by a **great “A” team!**