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Q1. Provide a brief description of your company

Liebherr Concrete Technology is a complete provider of concrete technology and is diversified: We develop and manufacture high quality truck mixers, mixing plants and concrete pumps. The range is complemented by additional products for concrete such as conveyor belts for truck mixers and plant control systems. We therefore enable economic manufacturing, as well as trouble-free transportation and installation of concrete.

We are proud to be a part of the huge Liebherr group which is not only one of the world's largest manufacturers of construction machinery, but the more than 41,500 employees also help to shape technological advances and state of the art products in many other industries as well as promoting sustainable culture.

Liebherr is and remains one hundred percent a family enterprise. This means that the Group is linked inseparably to the Liebherr family. The corporate structure is value-orientated and ensures strong co-operation and a faithful relationship to its partners and customers.

Q2. How many years have you been exhibiting at MEC/PMV and what are your main reasons for participating to the show?

Our dealer is always at MEC/PMV but this year we decided to be there because of the rising number in competitors in the field who promote unreliable products, so we come to talk directly to the market and wake them up to stick to reliable industry practices and not compromise on quality.

Q3 Will you be launching any new products or services at PMV and MEC? If yes, please provide details.

We have no new products as such but we have introduced in the last BAUMA in Munich the 50 meter concrete pump. Our competitors already has this range but we believe we do a better pump than they do for many reasons that we are looking to explain further to visitors who will pass by our booth.

Q4. Are any of your products unique or are you the only supplier in the UAE? If yes, please provide details.

All our products are high end quality products and we guarantee the highest ROI (return on investment) in all our concrete product ranges. We are the sole suppliers of our products for sure through our network of exclusive prestigious agents in the GCC.

Q6. Who is your target public / customer?

Readymix Concrete Suppliers/manufacturers in particular and contractors/developers in the construction industry in general.

Q7. Are there are other comments that you would like to add?

Being at the heart of the industry for more than 35 years in the Middle East and GCC, the Concrete Technology Division has played a major role in the making of the current construction dynasty and continues to do so. Over the years never stood still, Liebherr set the trend by acting and leading the concrete equipment design and technology with distinguished products' performance and return on investment.

Stable ascending UAE market and reviving GCC markets has a lot to give and more iconic projects to deliver. Challenges continue to be drawn for the Readymix Industry who is struggling to plan long term, although definite rewards are waiting down the line. This mean the way we do concrete cannot stay put the same; when the concrete industry has exhausted the same means for years, it is time to even focus more on innovation. Liebherr Product Development Team is doing exceptional efforts in growing the product range catering to customer and market changing demands, optimizing energy efficiency, redefining value for money and getting the best return on investment while heightening performance levels.