

HOSCH *news*

The International HOSCH Magazine



- **More than Mere Sales**
Full-service efforts impress the customer
- **A Base in the Mountains**
HOSCH Company is opening an office in the Appalachians
- **Further Room for Growth**
HOSCH International is moving at the end of 2012
- **A Demanding Project in Italy**
Reliability and diversity lead to success



Editorial

We are Thinking Ahead

Dear Employees!

To our way of thinking, the quiet time of contemplation between the old year and the new year is a chance to both look back and look forward. We look back on what has happened over the year drawing to a close and we ponder, more or less strategically, what we may be faced with over the year to come. But it is also the perfect time to thank you – our employees – for your commitment, loyalty and hard work for the good of our company. We are looking forward very much to further years of success with you at our side.

The HOSCH Group can look back on 2012 with great satisfaction, a feeling not always found at times like these. Indeed, we were able to maintain our leading position on the world market. There was admittedly some variance due to the financial policies in specific countries. But we're thinking ahead. We will hold on to our training program.

We will keep to the planned way forward and so safeguard your jobs. We will continue to drive innovation. We will use state-of-the-art methods of communication to ensure that the HOSCH family comes even closer together. Nor will we ever lose sight of our own inimitable philosophy: that customer service is much more than merely selling products.

It is only thanks to this holistic approach and to the professional documentation of the services delivered that we are now able to defend our place at the top.

Here in Europe, the ongoing Euro crisis is leading to political developments which we need to monitor carefully. As a global player, however, we focus on the world market, which is why we are planning a further major step in the direction of Asia.

We wish all of you and your families, as well as our customers and business partners, a Merry Christmas and a Happy & Prosperous New Year!

Sincerely yours

Hans-Otto Schwarze

Eckhard Hell

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A new series on countries where HOSCH is active.
Part 1: Poland

Service Excellence Leads To Success

A holistic approach to satisfying customer needs helps to boost core business at times of crisis and create a sound foundation for long-term relationships

It's only when the economy is going through tough times that an international company such as HOSCH gets to display its stability. The "Euro crisis," for instance, which is putting pressure on many a country in Europe, requires holistic solutions. And that's the reason why the HOSCH Group, the world's leading manufacturer of scrapers for high-precision conveyor belt cleaning, is so committed to its all-inclusive service philosophy. "We must prove to our customers that we offer more than just the sale and upkeep of products," explained HOSCH Managing Director Eckhard Hell at the 27th International Management Meeting (IMM) held in September 2012, addressing managers from the 13 HOSCH companies.

The acquisition of new customers and consolidation of existing business relationships – that was the common theme of the business year 2012. HOSCH places great value on customer dialog and customer retention. After all, acquiring new customers is more expensive than retaining the customers you already have. "We need to continually improve our customer orientation strategies if

we are to offer our partners optimal solutions individually tailored to their requirements" is one of the HOSCH service philosophy principles. Eckhard Hell summarized it as follows: "Service is more than the provision of various products. As technological leaders in the belt cleaning sector, we must understand all aspects of how a conveyor belt system works so that we can advise our customers as professionally as possible. Results confirm that our approach is the right one. This service attitude will go to support and strengthen our core business." In that process, detailed documentation is an indispensable tool – i.e. info folders presented to the customers with recommendations for improving the condition of the overall system. Though, needless to say, the economic aspect, the cost benefit ratio, should never be ignored.

Sophisticated selling

This strategic and holistic view of the sales process – also known as "sophisticated selling" – was the theme of several presentations at the IMM 2012. Peter Köster reported on the challenges encountered at a coal conveyor belt at the Port of Duisburg and on how HOSCH



HOSCH Managing Director Eckhard Hell at the IMM 2012

was able to deal with the situation to the customer's satisfaction. Giancarlo Leombruno gave an overview of the HOSCH applications used at a cement works in Tula, Russia. Detlef Domke von Bichowski illustrated the approach taken by HOSCH at the Holcim cement works in Siggenthal, one of the biggest plants in Switzerland, and the Pilkington works in Gladbeck, Germany.

Participants at the meeting are not likely to forget Mr. Domke's answer to the question of what a client might expect of HOSCH: an inspection of the entire system by qualified employees; professionally compiled documentation including recommendations and solutions; a final consultation based on the documentation and HOSCH's vast experience; a price quote for the cost of materials, installation and maintenance; and, last but not least, the prospect of a long-term relationship with HOSCH.

” *If a customer firm is short on qualified staff, it will need equivalent support from outside. And we have highly skilled employees with a superb reputation.*

Since we are regularly out there on site, we sometimes know more about the conveyor belt than the customers do.

Therefore it is not surprising, that more and more clients require our service to improve their conveyor belt systems. **“**



James Stamelos (3rd from right) proudly accepts the “Golden Module 2012” for HOSCH International. Among the first to offer congratulations are: (from left) Hella Pankoke, Christoph Tesche (Treasurer of the City of Recklinghausen), Wolfgang Pantförder (Mayor of the City of Recklinghausen), Cornelia Kill-Frech and Eckhard Hell

More Staff – More Turnover

Shortly after James Stamelos accepted the “Golden Module 2012,” a photograph of the ceremony went straight to his colleagues in Australia

James Stamelos is a man of action. Quick and flexible are two words which describe him well. The head of HOSCH International in Australia lived up to his reputation at the IMM: minutes after being awarded the “Golden Module,” the 41-year-old grabbed his iPad, took a picture of the coveted trophy, and e-mailed it straight to Perth before accepting any congratulatory handshakes. Said Stamelos: “I would have never gotten the award if it weren’t for my team.”

The “Golden Module” – which annually goes to the most successful HOSCH manager at the International Management Meeting – was awarded to the HOSCH company in “Down Under” for the second time since 2010. As usual, it was a tight race. The Polish team headed by Krzysztof Lebioda, the HOSCH office in Recklinghausen, HOSCH Equipment India headed by Sandip Kumar De, and Johan de Koker and his team in South Africa “have all done an excellent job and achieved outstanding sales results,” stated the HOSCH management. HOSCH CEO Eckhard Hell explained that the award finally went to HOSCH International because of the remarkable plus in turnover which the HOSCH office in

the Western Australian city of Perth had achieved during the first eight months of 2012. Additionally, Stamelos had increased the size of his staff by one third and prepared the entire team with the standardized company training program “Fit for HOSCH” to achieve a common high standard as far as product knowledge, communication and customer care and relationships are concerned. Last but not least, Stamelos managed to win a customer: one of the world’s largest and most impressive mines in Indonesia. Eckhard Hell commented: “You and your team have achieved a score of 100 percent – great work!”

Investing in an attractive work environment

HOSCH International will move, at the end of 2012, to what Eckhard Hell refers to as a “very representative building.” (To read more, please go to page 14 of this edition of the HOSCH news). The HOSCH management has been of the opinion for years that growth can only be achieved by hiring more staff. However, a larger team needs more space in order to work in a comfortable and inspiring work environment; this in turn makes it more attractive for valuable employees to remain with the company for years to come.

Wolfgang Pantförder, Mayor of Recklinghausen who attended the IMM 2012 as a guest, praised this approach: “What I feel in your presence is not only a big fat grin on my face, but also a heart that is filled with deep satisfaction. The flags on your table point to the internationalism of your company. You have managed to take your success and make it global.” Pantförder called HOSCH “an economic figurehead of the city of Recklinghausen,” but also made a point of addressing the economic difficulties in Europe. “Above all, the Southern European market is shrinking; this in turn has negative consequences for Germany as an export-driven economy. Therefore, I see it as very positive that HOSCH is active worldwide.”

➔ Personal Facts

James Stamelos has been working for HOSCH since 2002. The 41-year-old Australian of Greek origin started his career within the company working for HOSCH Hellas, switching to HOSCH International in Australia three years later. James Stamelos is married and has two children. He and his family live in Perth.

ALL THINGS IMM 2012 // ALL THINGS IMM 2012

Learning to motivate

“Very instructive and highly beneficial” is how participants at this year’s International Management Meeting (IMM) rated the motivation training program conducted by two coaches from a leading Cologne-based business consultancy. In interactive workshops and divided into groups, HOSCH executives devoted a full morning to examining how they might motivate their staff both effectively and sustainably. In addition to the theoretical input, participants were also given enough time and space to address issues that crop up in the “real” working world and look for solutions within the group. General opinion at the close of the meeting: “More, please!”

Presentation via live satellite link

State-of-the-art communication technology? All in a day’s work at HOSCH – as shown once again at IMM 2012 when the HOSCH executives took part in a live video conference with Kelsey Lynch from HOSCH International in Perth. Ms. Lynch, key account manager in a team headed by James Stamelos responsible for customers in Indonesia, used the on-air conference to present the collaboration between HOSCH and PT Freeport Indonesia, a mining company. She gave an overview of techni-



A briefing by Kelsey Lynch via a live link

cal aspects of the installations at the mining location, as well as outlining the philosophy of the country, the language of which she speaks fluently. “It is very important to be on good terms with the customers and to have a relationship based on trust and reliability – largely because in Indonesia working life and private life are so closely interwoven.” Which is why she and Mr. Stamelos, when on business trips in Southeast Asia, make sure that they visit their customers at work in the mine and also join in a family celebration, a wedding, say, or a game of golf. “In Indonesia,” she concluded, “good customer relationships depend on orienting yourself to the culture of the country and on avoiding any kind of arrogance.”



At the IMM 2012 the spotlight was on a consistent appearance



The HOSCH news in the production phase

How the HOSCH news comes about

HOSCH news – you’re reading the 14th issue “hot off the press” – was also on the agenda at the IMM 2012. In a lively and informative talk, Hella Pankoke gave a short history of how it progressed from an original idea to the first edition in 2006 and on to a magazine for a multinational corporation. She also looked at some practical aspects. What should the focus be in any one edition? How are the topics decided? How do HOSCH and the Press & Artwork Agency coordinate? The extent to which the HOSCH news layout is now perceived as part of the Corporate Identity was nicely illustrated during the IMM by the number of presentations that had taken the magazine design as an inspiration.

Showcasing Poland

Another example of how closely the corporate magazine reflects latest developments was the highly informative film about Poland screened at the IMM 2012. To do so, Magdalena Sajko, who is PA to Krzysztof Lebioda and who has worked for the company since HOSCH Polska started up, drew on the services of her husband and son as “technical assistants.”



On the one hand, we were shown impressions of Poland in the form of a witty cartoon and,

on the other, in the form of wonderful pictures of Poland old and new. Such a presentation of the individual countries in which HOSCH has a subsidiary company is set to be continued at the annual IMM event over the next few years. Well, we at HOSCH news can take a hint! From now on, each edition will feature one of the HOSCH countries in words and pictures.

On the Trail of New and Old Industry

IMM “on tour:” Visits to Caterpillar in Lünen and the Ship Lift in Henrichenburg

Out of the conference room and into the bus: visits to firms in the vicinity of HOSCH Headquarters in Recklinghausen and tours of industrial monuments in the Ruhr have been a tradition at the International Management Meeting (IMM) for many years. This year the HOSCH managers made short visits to the Caterpillar Global Mining GmbH in Lünen and the Henrichenburg Ship Lift.

The tour of the CAT plant, which the company boasts has “order books that are chock full, especially in the sector of conveyor and planing systems,” lasted for almost two hours in the early afternoon. The HOSCH managers, most of whom had travelled great distances

to attend the IMM, were especially interested in the company’s recent history. In 2011 Caterpillar purchased Bucyrus International, which had in 2007 taken over DBT Deutsche Bergbautechnik GmbH (DBT). DBT supplied complete system solutions for underground mining and was the market leader in longwall technology consisting of hydraulic shield supports, electrohydraulic controls, conveyors, planing systems and crushers.

Dinner at a Michelin-star restaurant

After Lünen the next stop was Waltrop. Here the HOSCH delegation steeped itself in Ruhr industrial history at the Henrichenburg Ship Lift on the Dortmund-Ems Canal, in its heyday one of the main economic arteries in the Ruhr.

The story of the ship lift came alive during the English-language tour of the historical structure, which is over a century old and features a gigantic ship elevator which ceased operation over 40 years ago. In 1995 the ship lift was the recipient of the European Museum Award – nearly 25 years after being replaced by a modern ship-lifting facility.

The successful day was crowned with dinner at “Stromberg’s” in Waltrop, a restaurant with a reputation for creative regional cuisine. Recently awarded a Michelin star, this gourmet temple is named after the parents of Holger Stromberg, a well-known TV chef, book author and official chef for the German national soccer team.



A tour of the 100-year-old historic ship lift in Henrichenburg was part of the cultural program at the International Management Meeting 2012

→ CEOs from Five Continents

Five rings = five continents. The symbolism of the Olympic logo is just as valid for the HOSCH world. For the HOSCH International Management Meeting (IMM) in September 2012, CEOs travelled to Recklinghausen from five continents.

Present were:

Sandip Kumar De (HOSCH India), Johan de Koker (HOSCH South Africa), Mario Del Pezzo (HOSCH Italy), Jari Iversen (HOSCH Scandinavia), Krzysztof Lebioda (HOSCH Poland), David Patterson und Eddie Presch (HOSCH Great Britain), Peter Petzold (HOSCH Brazil), James Stamelos (HOSCH Australia), Claude Trumpf (HOSCH France), Cesar Vigo (HOSCH Spain) und David Winslow (HOSCH USA).

Barely Enough Room for All the Interested Visitors

HOSCH stand at the leading trade fair for solids technologies in Germany

In early November 2012 the leading companies in the solids and recycling industries met in Dortmund, home of the German Soccer Champions Borussia Dortmund. On the two days of the “Schüttgut und Recycling-Technik 2012” in the Dortmund Westfalenhallen, the latest developments in (among other things) weighing, mixing, filtering and crushing of solids were on display. The spectrum of topics was rounded off by solutions for the extraction, handling, transport and storage of solids as well as related safety and environmental issues.

HOSCH-Fördertechnik was represented at this year’s fair with an imposing stand twice the size of last year’s stand. Summing up after two exciting days, Detlef Domke von Bichowski said: “It was a great success. So many interested visitors came to the HOSCH stand that we had a hard time making space for all of them.” According to Domke von Bichowski, “mining companies in France and Russia took an especially keen interest in our products.” In addition to Domke von Bichowski, the HOSCH team at the “Schüttgut” included Melanie Stüfchen, Hans-Jürgen Niehues, Hans Niegot and Ralf Schult.



HOSCH's eye-catching stand at the “Schüttgut” in Dortmund

Part of the record attendance at this year’s “Schüttgut” was due to the new trade fair “Recycling-Technik 2012” held parallel to the “Schüttgut” for the first time in 2012. A total of 350 national and international exhibitors, i.e. an increase of 23 percent, participated in this year’s “Schüttgut,” making it the leading show for solids technologies in Germany this year.

Making New Contacts

At the first “German-Chilean Business Days”

The growing political stability, dependable economic policy and extensive investment projects – in particular in the mining and energy sectors – has made Chile an attractive business environment for German companies. For this reason the first “German-Chilean Business Days” were held in October 2012 under the motto “strategic partnership for sustainable resource management.” The conference speakers included Garreit Duin, Minister for Economic Affairs, Energy, Building, Housing and Transport in the German state of North-Rhine Westphalia, Jorge O’Ryan Schütz, Ambassador of the Republic of Chile, and Pablo Wagner, Deputy Minister of Mining in Chile.

HOSCH has had close ties to Chile for many years thanks to its official distributor TTM. So the conference with 200 attendees was of course an opportunity to position HOSCH as the leading specialist for all aspects of conveyor-belt cleaning. However, it was also an occasion for making new contacts and deepening existing ones. The day after a dinner hosted by HOSCH in the Ruhr city of Essen, the Chilean guests, including representatives of TTM, visited HOSCH Headquarters in Recklinghausen. The visitors’ itinerary during the conference also included stops at Artur Küpper GmbH & Co. KG in Bottrop and Maschinenfabrik Hese in Gelsenkirchen.

Secured Place at the “bauma 2013”

World’s leading fair for the construction industry

Bigger than ever but booked solid: despite expanding the exhibition area to 570,000 square meters, the organizers of the “bauma 2013” say there is not a free corner left at the 30th International Trade Fair for Construction Machinery, Building Materials Machines, Mining Machines, Construction Vehicles and Construction Equipment to be held from April 15-21 in Munich. By May 2012 all of the exhibition space had been snapped up by companies including HOSCH, for whom attending this important fair is an absolute must. BTW: Indonesia will be the “partner country” at the “bauma 2013.”

The “bauma” is held only once every three years. HOSCH exhibited at the 2010 fair, showing impressive footage of HOSCH scrapers in operation on LCD TVs. On the seven fair days HOSCH representatives were able to engage numerous trade visitors in conversations about the company’s products. Attendance at the 2013 bauma is expected to top the figures for the “bauma 2010,” which attracted a total of 3,256 exhibitors from 53 countries, and more than 420,000 visitors from over 200 countries. At HOSCH preparations for the “bauma 2013” are already in full swing.

+++ HOSCH PERSONNEL TICKER +++



The Schwarze family celebrated the 74th birthday of **Doris Schwarze**, wife of our company's founder Hans-Otto Schwarze, on October 15 of this year. The HOSCH news wants to join Doris Schwarze's family and friends in wishing her the best health and happiness for the future.



"We are a real little family now," states HOSCH employee **Torsten Mroncz** from the department of S+M and his partner Nicole Never following the birth of their first child. Their healthy son Janis was born on September 12, shortly before midnight. The little one weighed 2,690 grams and was 48 centimeters long.



Eddie Presch, Sales Director for HOSCH Great Britain, and his wife Johanne looked into the eyes of their son James Edward for the first time on September 7, 2012. The healthy little guy was born at exactly 7.44 p.m. and weighed a little more than seven pounds. Jordan, the couple's first son, is very excited to have a little brother now.



Elisa, the first child of Gerardo and Michela Fernicola, entered the world on October 28, 2012. The proud parents refer to her as their "bellissima bambina." Elisa weighed 3,200 grams and was 51 centimeters long at birth. **Gerardo Fernicola**, who lives in Parma together with his small family, has been working for HOSCH Italy as an engineer in service and sales since 2007.



Alice now has a sister. **Delphine Léonard**, who has been working for HOSCH for more than twelve years in sales and is responsible for export matters, is thrilled about giving birth to her second child. Justine was born on a Sunday, September 2, 2012 and weighed 3,790 grams

while measuring 54 centimeters. Says Delphine Léonard with a twinkle in her eye: "Rest? I can't remember that!" Our photo shows Justine with her almost two-year-old sister.

The country referred to as "Down Under" can now count three more inhabitants: **David Shearman** of HOSCH International in Perth, Australia and his wife Rebecca became the proud parents of a daughter, Kyah Grace, on January 24 of this year. Kyah's older sister Mikayla is especially proud. Georgia (3) and Angelo (2), the children of service technician **Luigi Mammone** and his wife Nicole, are also really happy to welcome a new member to their playground team: Luigi junior, already referred to as "Little Lui," was born at 3.15 p.m. on September 28, 2012. **Wouter van der Bank**, who works as a service technician for HOSCH International, and his wife Nicolene named their son Zack. Sister Abigail thinks it is cool that she and her baby brother, who was born on October 31, 2012, have now covered the alphabet "from A to Z."



HOSCH news - in the Readers' Opinion

Jeffrey T. Deane
CEO
Malin, Bergquist & Company
Pittsburgh, Pennsylvania

Dear Mr. Hell,

I have read the latest issue of the HOSCH news from June 2012 and am delighted. It is superb!

The high level of quality and the information density of the magazine have remained unchanged since the first issue was published in 2006. I congratulate you on a successful magazine.

Service Anniversaries at HOSCH Headquarters

35 years:

Jutta Dorodzala



15 years:

Klaus Schlüter
Andrea Starke



25 years:

Wolfgang Nawrocki
Werner Zibert



10 years:

Oliver Kuhlmann



20 years:

Monika Griesel



+++ PERSONNEL TICKER +++



From the Highway Patrol to HOSCH

Total standstill on the highway: the driver of the blue VW Golf waits for traffic to start up again. Suddenly the car in front of him explodes and wreckage flies in all directions. The situation is brought quickly under control, however, since the team of the German TV series “Alarm for Cobra 11” are on the spot. In the middle of everything at the wheel of the blue car is Jens Asmuth.

As a student the 24-year-old worked e. g. as a stunt man to support himself. However, even earlier he learned to operate heavy vehicles such as excavators, wheel loaders and heavy-duty dumpers at an open-cast coal mine in Arnsberg. In 2006 Jens Asmuth began his studies in geology, open-cast mining, process control and business management at the Georg Agricola University of Applied Science in Bochum. After graduation he worked at a German company as an engineer on the technical customer service staff; here his duties included dealing with machinery outages worldwide. In his next job, at a company specialized in conveyor technology in the eastern part of Germany, he was responsible for conveyor belts. Jens Asmuth finally landed at HOSCH, where he supports Giancarlo Leombruno in the sales sector. In his spare time he likes to take part in high-impact sports such as handball and squash: “I like the one against one situation!”



Service Technician Loves to Fish

Tuscany and northwestern Italy have a new contact person: Arturo Adinolfi (30) is now supporting the team of HOSCH Italy as service technician. Adinolfi has a background in the skilled trades: for the past ten years he worked at a large Italian casting plant. He is originally from the southern Italian coast. Since he will be responsible for important customers located farther north, however, he is now planning a move to Savona. When he is not working, you can find Adinolfi by the sea, fishing, or at home playing the video game “Minecraft.”



Internship Led to HOSCH

This woman really knows how to work. Since February 1, 2012 Barbara Becker (41) has been boosting the internal sales staff at HOSCH Headquarters in Recklinghausen. Becker now provides support to members of the field sales staff such as Roland Friedel, with whom she has already worked together in the service sector at ThyssenKrupp Steel Europe AG in Duisburg.

Barbara Becker got to know HOSCH while doing an internship at the company as part of a two-year retraining program for the job of industrial business management assistant. “The internship was very diversified. I liked it so much that I decided to apply for a fulltime job after finishing my training,” she recalls. Due to her good work during the six months of her internship, HOSCH was happy to hire her as a fulltime employee.

Printer's Imprint

Publisher

HOSCH-Fördertechnik
Recklinghausen GmbH

Responsible

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Johan de Koker, Giancarlo Leombruno,
LWL-Museum Henrichenburg, Pixelio.de,
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Title photo

The new office and warehouse building of
HOSCH International Pty. Ltd. in Perth,
Australia

Design & Layout

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The HOSCH news is the company newspaper of HOSCH-Fördertechnik GmbH in Recklinghausen, Germany. It is published twice a year. The next issue will come out in June 2013.



Royal ("Roy") Rodwell (center) feels totally at home in his job at HOSCH Company in Richmond, Virginia

"Royal" Support for HOSCH Company

HOSCH employee Royal ("Roy") Rodwell builds a career in Virginia

His name is Rodwell, Royal Rodwell. His everyday work: talking to customers about the cleaning problems in their conveyor belt systems. His mission: to satisfy his customers. His motto: Always give it all! Since joining the team at the office of HOSCH Company in Richmond, Virginia Royal Rodwell has been doing just that. Rodwell's start in life was not always easy. He grew up without a father figure,

did not get the best education, and had a hard time finding his niche. However, HOSCH recognized his potential and gave him a chance. After a two-week orientation course, David Winslow offered him a traineeship at HOSCH Company. Since then a lot of things have changed. Besides continually expanding his database of important customer contacts, Rodwell has gained expertise in advising

customers on which belt-cleaning equipment best suits their needs as well as on installation and cleaning.

Royal, his wife Adrian, and their daughters Rihanna (6) and Kaleshia (4) recently moved into a home of their own. In his free time he loves spending time with his daughters and cooking dinner for the family.

A New Base in the Mountains

HOSCH Company opens a branch in the Appalachians

To be close to its customers and where the action is, HOSCH Company has established a base in Belfry, Kentucky. Working from this office, HOSCH service employees will be even closer to the company's customers and business partners in the Appalachians, one of the largest coal-mining regions in the U.S. with a mining output exceeding 200 million tons annually. "A satellite office close to such a high concentration of customers is expected to shorten delivery times, improve customer service and increase the visibility of the HOSCH brand in the region," says David Winslow, Vice President of HOSCH Company. Winslow and Regional Sales Director Shaun Baker are now laying the groundwork for the

move to the mountains. Baker, 35, grew up only 50 miles away in Grundy, Virginia. He comes from a mining family and is thus the ideal candidate to head the new HOSCH office: he knows the mining business and is well respected locally.

HOSCH plans to use the new facility as a training center and business office in order to bring the company's superior technical expertise to its customers. A 12-person team of sales representatives and service technicians will make the name HOSCH better known in the area. To catch the attention of visitors and passing motorists, an attractive sign has been attached to the side of the representative building facing the road.

On the basis of the first feedback received from customers on the trailer serving as a temporary office during the construction period, the relationships between HOSCH and its customers are expected to flourish. Clyde Adkins, Manager of Coal-Mac in Holden, West Virginia, made a typical comment: "When I drive past your office every day on my way to work, I have the feeling you will be there when I need your services." HOSCH Company services some thousand scrapers installed at customers in the U.S. and Canada. The service employees are responsible for an area covering about 650,000 square kilometers in 18 U.S. states and several Canadian provinces.

Success Story Starts with an Inquiry

MCIE is HOSCH's dream distributor in Malaysia. Four large power plants are the main customers

Five years have passed since HOSCH expanded its global activities to include Malaysia in Southeast Asia. It was an inquiry from ThyssenKrupp St. Ingbert that set the ball rolling in 2007. ThyssenKrupp needed help with the installation and commissioning of several HOSCH scrapers that had been delivered to the Tanjung Bin Power Plant by HOSCH India and HOSCH in Recklinghausen.

In response to this inquiry, Norbert Beermann travelled to Malaysia. While working at the power plant, he became acquainted with the firm Malaysian Coal Integrated Engineering Service Sdn Bhd (MCIE) and its general manager, Mohamad Azmi. This service company founded in 2005 is specialized in the service and maintenance of conveyor belt systems at power plants and in the chemical industry. MCIE is headquartered in the Malaysian capital of Kuala Lumpur and has around 70 employees.

Intensive training on site and in Recklinghausen

In 2009 the distribution partnership took on more concrete form as Giancarlo Leombruno pitched in to help fill MCIE's spare parts order. At about this time someone hit on the idea of bringing Mohamad Azmi and the MCIE service technicians assigned to the power plant to Recklinghausen for intensive

training. Leombruno explained a bit of the background: "This way we could be sure that the installation of HOSCH products on site would be carried out by qualified service personnel. One thing is obvious: even the best scrapers can clean efficiently only if they have been installed properly." Another advantage of the partnership between HOSCH and MCIE is that the latter has excellent contacts in Malaysia and can help HOSCH establish a strong market presence in that country.

The success story continues. Thomas Legner and Giancarlo Leombruno have repeatedly provided on-site training to MCIE technicians, most recently in July 2011. Thanks to this knowledge transfer, HOSCH has gained new customers and strengthened its relationships to existing ones. On all four of the largest power stations in Malaysia, for example, the belt conveyors have been fitted with the latest HOSCH scrapers. HOSCH products have also been installed at the largest steelworks in Malaysia.

The bottom line is: thanks to the intensive training and the regular exchange between Germany and Malaysia, as well as the service capability already available in Malaysia, HOSCH has found an ideal distribution partner in MCIE.

"An Amazing Experience"

The Azmi family's pilgrimage to Mecca and Medina

Mohamad Azmi Jomri, head of MCIE, is a HOSCH partner who has also become a very good friend over the years.

When the Azmi family travelled to Mecca and Medina on the "Hajj," or Islamic pilgrimage, in the summer of 2012, they were sure to provide their friends in Germany with plenty of photos and a running commentary on their travels. "It is extremely hot and dry, between 43 and 45 degrees Celsius here in Mecca and Medina. We have met people from all over the world. This trip is the most fascinating experience ever," wrote Azmi in an e-mail to Giancarlo Leombruno.



Mohamad Azmi Jomri made a pilgrimage to Mecca and Medina

Islam is the official religion of Malaysia, with 60% of the population being avowed followers. Mecca and Medina on the Arabian Peninsula are the two holy cities of Islam. Mecca is also the symbolic center for all Moslems; it is the birthplace of the prophet Mohammed and end point of the "Hajj." All prayer by Muslims, no matter where they are, is directed towards Mecca. The city is also the home of the Kaaba, a cuboid-shaped building that is the most sacred site of Islam. Medina, the second holy city of Islam, is known as "the city of the prophet" and is where Mohammed found his final resting place.

Far More Than a Postcard

Hans-Otto Schwarze sent birthday greetings to India via video



Nearly 10,000 kilometers separate Germany and India. This is quite a distance, but not an obstacle to cross-continental friendships like that between Hans-Otto Schwarze and Madan Mohanka (see photo). Over the last 20 years the two men have not only been business partners but have also had frequent and friendly contact.

It will therefore come as no surprise that Hans-Otto Schwarze sent special greetings via video for Madan Mohanka's 70th birthday on August 14, 2012. The idea came from Mohanka's son Mehul. Hans-Otto Schwarze liked it and composed a birthday message to his friend in English. He then spoke the message in front of a video camera at his office in Recklinghausen.

In 1991 the two men founded "HOSCH Equipment India." Madan Mohanka was already a very successful businessman back then and in the following years he developed HOSCH India into a profitable enterprise. Thanks to his extraordinary skills, the company has grown steadily ever since.

Many interesting people have crossed the path of Hans-Otto Schwarze over the years. However, few have impressed him as much as Mohanka did. Although younger, the Indian partner to this special relationship passed on a lot of knowledge. Mr. Schwarze explains: "Today we share more than a business relationship. The connection has evolved into a friendship based on respect and mutual esteem." For this reason Hans-Otto Schwarze sent the best wishes – in the name of his wife Doris and their daughter Cornelia as well – for health and happiness to his business partner and friend in India on this special occasion.

HOSCH India Moves into a New Home

HOSCH India's team is growing at fast speed. This growth results in the need for more space. For this reason, HOSCH India searched for new offices and found them in a spacious office and retail complex in Calcutta (see photo). The new premises are now the workday home of 24 employees from the areas of distribution, project planning, design and customer service. According to Managing Director Sandip Kumar De, the former premises not only offered too few work stations; the conference room was also simply too small for meetings. On top of all that, the old office building did not include a pleasant staff cafeteria. Sandip Kumar De's contented comment: "All these problems were solved by the move to the new building."



An Engineer and Avid Newspaper Reader

Partha Bhattacharya joined HOSCH's successful Indian team in May 2012



HOSCH India is growing: on May 21, 2012 Partha Bhattacharya joined HOSCH's Indian team as factory manager. In this capacity he reports directly to Managing Director Sandip Kumar De. Partha Bhattacharya (photo) has 17 years of work experience under his belt. Before coming to HOSCH India,

he worked as a deputy production manager at one of the lead-

ing suppliers of welding and cutting technology in Southern Asia. His professional career started at Hooghly Engineering and Technology College in Chinsurah, where he earned a degree in mechanical engineering. After graduation he continued his education at a specialized engineering college and finished the "mechanical stream" program as second-best in his class. In his free time Partha Bhattacharya – who is married and has a son – likes to read the newspaper and listen to music.

HOSCH Wins Points at Italy's Only Independent Coking Plant

Long-term reliability and diversity: Interview with maintenance managers at "Italiana Coke"

HOSCH's intelligent belt-cleaning solutions have won the respect of the only independent coking plant in Italy, "Italiana Coke." HOSCH achieved this mainly by offering products that produce superior results when used to solve carryback problems on belt conveyors of all kinds.

In recent years HOSCH Italia and its customer "Italiana Coke," located in San Giuseppe di Cairo in the District of Savona, have jointly undertaken an ambitious belt-conveyor cleaning project. During the first phase of the project the performance of HOSCH scrapers was compared with that of scrapers made by competitors; the special challenge was to install the HOSCH scrapers on the belts despite the proximity of the discharge chutes. During the second phase the team headed by Mario Del Pezzo, General Manager of HOSCH Italia, worked closely with the customer. The focus was on the continual checking and servicing of HOSCH products on site together with the Maintenance Managers Giovanni Pera and Roberto Migliardi at Italiana Coke. Mario Del Pezzo said: "We knew from the start that a comprehensive preliminary examination was vital for optimal equipment selection. Owing to the particular situation at the plant and the damage frequently inflicted on the belt surfaces by the coke production process, selecting precisely the right HOSCH scrapers for the job was a very important step in achieving high cleaning efficiency."

The customer rewarded HOSCH's efforts with an installation and maintenance contract covering a term of several years and providing for the installation of additional HOSCH scrapers on existing belt-conveyor systems. Roberto Migliardi and Giovanni Pera, both of whom were directly involved in improving belt maintenance at the plant and thus also in the project with HOSCH Italia, granted the HOSCH news a short interview.



Dedicated in Italy: Giancarlo Leombruno (center) with Gerardo Fernicola (left) and Mario Del Pezzo

What do you use your belt conveyors for?

For the transport of raw materials, such as fossil coal, or the end product, coke.

What problems did you run into?

In the past the belts were cleaned with rubber scrapers, which did a poor job of cleaning the belts and had a very limited service life. So using them didn't make a whole lot of sense.

How did you come to HOSCH?

We wanted to raise the efficiency of belt-conveyor cleaning at the coking plant. We had a look around the market and talked to leading manufacturers of belt-conveyor cleaning systems including HOSCH. To evaluate the operating performance and reliability of the company's systems, we asked HOSCH Italia to carry out a trial installation of HOSCH products on those belts that were the most demanding in terms of carryback, material wear and limited installation access.

What do you value most about HOSCH products and HOSCH service?

We are in total agreement about the high performance of the HOSCH products, which guarantee good results for most applications. Besides effective cleaning systems, HOSCH offers competent maintenance by trained HOSCH personnel; the company has convinced us that this is

essential for scrapers operating under the kind of demanding conditions we have at Italiana Coke. This was an important input for our decision-making process since we always have to weigh the pros and cons of all possible solutions.

➔ An Independent Coking Plant

Italiana Coke was founded in 1897. Of the four original coking plants, only the unit in San Giuseppe di Cairo, which has been in operation since 1937, is still in existence. Today Italiana Coke is the only independent coking plant in Italy.

In 1997 its economy of operation increased following the construction of a combined heat-and-power plant capable of utilizing process gas. This gave the coking plant an enormous economic edge. At present Italiana Coke is the leading manufacturer of coke for casting plants in Europe. Among its customers are big-name automotive companies, mineral wool manufacturers, and sugar refineries.

HOSCH International's New Designer Office

New office and warehouse building offers more room for growth



Sure to make heads turn: the new office and warehouse building at HOSCH International

HOSCH International's new office and warehouse building, located close to the city center of Perth in Western Australia, is not brand-new but very much state of the art. The building was designed twelve years ago by the famous star architect Harry Seidler (*1923 in Vienna, †2006 in Sydney). Two prominent examples of his work are the first office skyscraper in

Sydney, the "Australia Square" (1967) and one of the highest and most modern residential complexes in Vienna, the "Hochhaus Neue Donau" (2002).

The new HOSCH office building, located within an industrial estate, is a real eye-catcher. The curving roof design follows the graphic visual of the company's logo.

Starting in December 2012, the HOSCH employees will be working on three stories containing approximately 1,100 square meters of office space and 2,000 square meters of warehouse space. Following the superb sales figures recorded last year, HOSCH Manager James Stamelos was awarded the "Golden Module" last fall. The new site offers sufficient room for further growth. James Stamelos says: "Our new office will provide a wonderful work space and a fantastic atmosphere for our hard-working staff."



Many parking lots for the HOSCH cars

Finalists Take to Field in HOSCH Shirts

VALE S. A. Corporate Championships in Brazil



The champions in their HOSCH jerseys

Football is as much a part of Brazil as Sugarloaf. And this is not just because the South American country is host nation to the 2014 FIFA World Cup but also because the leather ball in Brazil rolls on green pitches, down on the beach and even inside sports halls. "Futsal" is the name of the indoor game

in which professionals and amateurs are, well, on the ball! At the Annual Corporate Tournament held by VALE S. A., for example, which is one of the three largest mining corporations in the world and has been a HOSCH do Brasil customer for many years. That's why HOSCH acted as shirt sponsor at the VALE Cauê matches close to Belo Horizonte, and why they enjoyed victory after a truly exciting tournament. In fact, they started to celebrate before the final kick-off since both participating teams – from the mechanical maintenance section at Cauê Mine – were wearing HOSCH shirts. Managing Director Peter Petzold: "Interest in these company tournaments is always high, as was shown by the 60 or so spectators who turned up for the final."

Africa's Top-Trade Fair

"What an exciting week!" This was a typical comment made in the Internet after the "Electra Mining Africa 2012." Touted by its organizers as the second largest mining and energy show worldwide and the largest trade exhibition in Africa, the Electra Mining attracted more than 35,000 visitors to the South African metropolis of Johannesburg from September 10 to 14. HOSCH South Africa, led by General Manager Johan de Koker, was among the 730 exhibitors presenting their products (see photo).



Tourism and Coal Mining Flourish in Poland

HOSCH has been represented in the EU's sixth largest economy since 1998



The Main Square in Wrocław, Poland's fourth largest city and home of HOSCH Polska

Poland has arrived in the middle of Europe. This is not something that just happened along with the UEFA European Football Championship in 2012 but actually dates back to the era of “glasnost” and “perestroika.” At the end of December 1989, i.e. shortly after German reunification, the Polish constitution was amended, ending the alliance with the Soviet Union and other East Bloc countries and the leading role of the Communist Party. At the same time the Polish economy was transformed, in a series of rapid steps, into a functioning market economy. Less than ten years later, in December 1998, HOSCH Polska was founded in the country that is Germany's closest eastern neighbor (Info Box).

A member of the EU since 2004, Poland plays a leading role in Central Europe. It is the ninth largest country in Europe, with an area of 312,679 square kilometers, and has a population of about 38 million. It borders to the north on the Baltic Sea and Russia, to the east on Lithuania, Belarus and Ukraine, to the south on Slovakia and the Czech

Republic, and to the west on Germany. Now a parliamentary republic, it has the sixth largest economy in Europe and the 20th in the world. Its most important trading partner is Germany, followed by Italy, France, Great Britain and the Czech Republic in the EU and by the U.S. and China outside it. Following World War II, numerous German cities made efforts to weave a firm cloth of German-Polish friendship by twinning with Polish cities. Recklinghausen, for example, home of HOSCH-Fördertechnik GmbH, twinned with Bytom in the coal-mining region in Upper Silesia.

Picturesque “old towns” attract tourists

“Coal mining” is a buzz word in Poland, the country in Europe with the largest coal deposits. Although hard coal is extremely important for the Polish economy, brown coal, copper, lead, zinc, magnesite and rock salt are also mined. Apart from mining, Poland is a leader in sulfur production, crude-oil production and natural-gas exploitation. Its most important exports include machinery, equipment and chemicals.

Poland is a popular destination for tourists. Besides the capital city of Warsaw, the picturesque “old towns” of Gdansk, Cracow and Wrocław top the list of places to see. Outside the cities, gorgeous countryside dotted by lakes beckons. Tourists willing to make the long journey to the Masurian Lake District in north-eastern Poland, for example, are richly rewarded for their efforts.

➔ Headquarters in Wrocław

HOSCH Polska has been a member of the HOSCH family of companies since December 1998, i.e. for exactly 14 years. The Polish HOSCH company is headed by Krzysztof Lebioda and headquartered in the city of Wrocław, called “Breslau” in German. With a population of about 630,000, Wrocław is the fourth largest city in Poland. Located in an important agricultural and mining region, the city is a center for machine construction and the metal industry and thus an important industrial location.

HOSCH Polska currently has twelve employees. They look after a number of big-name customers such as the Belchátów open-cast brown-coal mine and adjacent power plant, an important iron works and several underground hard-coal mines.



HOSCH Polska has found loyal customers at the brown-coal open-cast mine in Belchátów



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