

The New Zealand LIFT FAX

The New Zealand Lift Fax is produced bi-monthly for the NZ lift industry. Just send your email address to LEC to subscribe.

www.lifteye.co.nz

email - nzlfax@lifteye.co.nz

10C Grange Street
CHRISTCHURCH
NEW ZEALAND 8002

Ph: +64 3 332 2499

Fax: +64 3 332 0016



05/2008

WHAT'S GOING UP or DOWN THIS MONTH:

CRAIG ANDREWS JOINS SCHINDLER CHRISTCHURCH:

With the retirement of John Davies after some 30+ years representing T.L Jones and Schindler Lift NZ Ltd (article in next issue); Craig Andrews has been appointed to focus on moving Schindler forward in the local and South Island market.

Born and bred in Christchurch, Craig joined Schindler in December coming with a diploma in management and many years of electrical, electronic and mechanical servicing experience, also working in Dunedin and Invercargill before returning to Christchurch in 1986 to take up a management position.

A young family, and interesting mountain biking, gym and the occasional round of golf, should see him fit in well with the Christchurch team.



EDITORIAL **The Dumb Waiter:**

No I am not talking about Manuel from Faulty Towers! It's the **D2/AS2** Standard that is of concern, for those who remember the **Under 1 HP code** of pre Building Act days, that was duly designated: **Mechanical Installations for Access, Domestic & Service Lifts, an Acceptable Solution for NZBC D2**. And the concern is not about the code, but its accessibility to designers and consistency in application! This standard for small service lifts (Dumb Waiters), and domestic passenger lifts was well used by the lift industry up until the introduction of the Building Act, but since this day when these few past lift codes and standards we identified as acceptable solutions under the Act, and responsibility for their upkeep was removed from the Ministry of Transport, presumably taken over by the BIA/DBH, printing of them for designers and inspectors to use seems to have also entered the Building Act D2 compliance void.

I hadn't inspected a Dumb Waiter for a while, probably because they have been going through the Consent process undetected, as Consent officers were most likely unaware of any inspection requirements. And so without consistent competent inspection, like most lift compliance, standards have waned.

In this instance maintenance access to the machine was non-existent - overhead equipment support beams were nailed in shear - no load plates were fitted on landings - no machine space lighting existed and enclosure walls on entries were not flush. Why? Because since 1992, without consistent inspection if any, architects, engineers, builders, installers and suppliers have not been pulled up for non-compliance, and so knowledge and standards of competency have waned in all areas.

The first response to the items from the builder was:- "We have never had to do that before!"

From the engineer:- "What code does this come under?"

From the lift supplier:- "It's not my responsibility!"

From issue of the item list until I was able to issue a PS4 took 10 months. In the meantime the building was fully occupied and the lift was being used. **The solution for the DBH is:**

1. Ensure D2/AS2 acceptable solution codes are in print.'
2. Ensure a consistent and competent process of D2 lift inspection with an auditable record is in place throughout NZ.
3. Ensure a single TA Consent processes check list for D2 lift compliance exists and is auditable throughout NZ. Ed.

DISABLED ACCESS OR CORPORATE PROFIT RESPONSE:

My article on Page 3 of the November issue at last generated some spirited response from around the industry on this subject, but rather than just give my comment on the issue, it is probably best for you to make your own mind up as to the validity or not of the arguments given, and so I will detail them in a separate article in this issue on page 4.

OTIS Gen2™LIFT ACCIDENT UPDATE:

With the Otis investigation complete some months back, and the Coroner reportedly awaiting the Department of Labour's report, the DOL has responded to confirm their investigation is very close to completion, and that they are completely satisfied as to the extent and time taken over their investigation as entirely appropriate.

MICHELE BARNET:

Now some may ask who is Michele Barnet? But be assured, this person is no less than the critical hub of Lift World Ltd's D2 TA submissions to Councils throughout NZ. From being inundated with a wide and varied standard of D2 submissions over the years, finally consistency is emerging from Michele's desk, bringing a ray of hope into a sea of despair and wretchedness that was my life.ThanksM

EXPO 2011 - Correspondence from China:

China Elevators and Accessories Expo 2011 (ELEXPO 2011 for short) is going to be held in **Suzhou International Expo Center, Jiangsu Province, China** - on **March 23rd —25th, 2011**.

Being the organizer of this event, we have read through your information as the professional consultant engaged in the elevator industry. Since you have owned the great reputation in the industrial circle, we are writing this letter to see if we could seek any cooperation between our two parties.

Our expo has gone through its first time very successfully and now has reached a higher level on the international stage as our company has visited the interlift last year and set up the cooperation with the European Elevator Association, the German Elevator Association —VFA as well. Furthermore, the host city Suzhou located in the center of Yangtze River Delta, which accounts for 25% of China's GDP, is born to be the world largest elevator and escalator manufacturing base area. It has the natural industrial advantage which has promoted the expo to the largest one in China.

We sincerely hope that we could grab this great opportunity to build up the platform for communication between China and your country, meanwhile making the remarkable contribution to the development of elevator industry. Please take our invitation into careful consideration, thank you!

**Information request:**

<http://www.elexpo.cn/zlsq/egatEx.asp>

CERTIFICATION OF CHINESE SUPPLIED LIFT IN NZ.

Lifts supplied into the New Zealand market out of most Chinese companies, are using European CE certification of safety components, and local Chinese manufacturer type certificates for controllers, machines etc; but I have found you need to be careful to ensure the equipment supplied matches the certificate, and also with NZ suppliers ordering non-compliant solutions, a headache can result.

It wasn't until I inspected my 2nd Koyo Elevator Co. Ltd MRL that I realised that no slack rope switches were being fitted, and when they were supplied they did not



achieve fail safe practices of safety switch design. They incorporate a spring tensioned rope end knock out plate fitted above the compressed spring rope dead-ends, that holds a normally open plunger limit switch closed. Any release of tension on the rope bottles raises the actuating plate thereby releasing the switch to open.

Lift industry safe practice requires that operation of any safety device must open the circuit without reliance on a spring to interrupt the circuit. ie. the contacts are mechanically separated through the actuation of the device, such as the bridging piece used in a standard door lock, to achieve the fail safe design.

In the supplied switches there was no connection between the actuator and switch, and so if a switch return spring fails or the actuating plunger jams, the switch can remain closed and fail.

On this installation the following also needed to be fitted to achieve NZ compliance. * = not applicable on this site.

1. Only single tone arrival gongs were fitted and not two tone or audible direction messages to meet disabled access requirements.
2. No means of disposing of water or a moisture sensor fitted to the pit sump and control system.
3. No overhead heat detectors were fitted into the top of the shaft.
4. *No allowance for an earthquake monitor or control was fitted to the lift control system for travel over 15m.
5. *No allowance for fire service was allowed for in the lift control system for travel over 15m.
6. The emergency light fitted was inadequate for its purpose not achieving 10 lux at floor level and suitably illuminating the call and alarm button.
7. The pit access ladder was located incorrectly.
8. The safety circuit control fuse was rated too high to rupture when the circuit was earthed during test.
9. Only a two button roof top control was fitted.
10. No hoist rope date plates or batch certificates were provided.
11. No handrails were fitted to meet disabled access requirements.
12. No lift particular sheet were provided to meet local codes and provide a consistent record..

Most of these items come under the local acceptable solution EN81/NZS4332 requirements to try and retain local consistency, and without NZ agents informing these manufacturers or allowing for these additions, certification becomes a headache.

15 years of the Building Act with poor certification practices has enabled these inconsistencies to emerge, making it hard for everyone to try and attain consistent certification in the local NZ market, let alone for some of the inexperience reflected in these overseas suppliers.

These items have been forwarded to KOYO and the local agent in this instance to make them aware of these concerns, and to hopefully see them address in future solution for the NZ market. I would be interested in others experiences and to encourage communication with O/S suppliers to establish consistency in solutions. Bob.

A DESTINATION CONTROL PERFORMANCE COMPARISON:

In 2009 (March to June), Olaf Rieke from Jappsen Ingenieure, Berlin invited several elevator company (OEM's) to deliver performance results for a fictional building based on their latest destination control.

The case was quite clearly specified for two 5-car elevator groups; (Low Rise and High Rise), and two traffic situations; (Up Peak and Lunch traffic). The results are based on each OEM's control simulation software. In addition, Rieke himself computed results based on the Elevate 7.18 software.

In comparative measuring of destination control systems, along with the standard % of building population moved in 5 minutes (5min%), and the (AWI) Average Waiting Time for a lift to arrive at a landing from placing a call, a third parameter in the (ADT), or Average Time to Destination from placing a call is used.

Based on their experience and site measurements, Schindler confirmed their results reflect the real behaviour of their installations.

Table of 2 hour Simulation Results:

Jappsen Ingenieure Berlin GmbH



Lift Scheme

Floor	Freq	Occupancy	Occupancy	Low-Rise	High-Rise
21	3.75	60	60		
20	3.75	60	60		
19	3.75	60	60		
18	3.75	60	60		
17	3.75	60	60		
16	3.75	60	60		
15	3.75	60	60		
14	3.75	60	60		
13	3.75	60	60		
12	3.75	60	60		
11	3.75	60	60		
10	3.75	60	60		
9	3.75	60	60		
8	3.75	60	60		
7	3.75	60	60		
6	3.75	60	60		
5	3.75	60	60		
4	3.75	60	60		
3	3.75	60	60		
2	3.75	60	60		
1	3.75	60	60		
0	3.75	960	960		

Lift parameters

	Low-Rise	High-Rise
Cars in Group	5	5
Rated speed (m/s)	3.5	0.0
Rated Load (kg)	1600	1600
Car load mix (people)	17	17
Travel height (m)	60	116.25
Number of landings	17	18
Acceleration & deceleration (m/s ²)	1.1	1.1
Jerk (m/s ³)	1.0	1.0
Passenger transfer time in / out (s)	1.0 / 1.0	1.0 / 1.0
Door opening time (s)	2.0	2.0
Door closing time (s)	2.4	2.4
Door dwell time incl. photo cell delay (s)	1.5	1.5
Start delay (s)	0.5	0.6
Advanced door opening	no	no

Traffic Pattern

	Up-Peak	Lunch
HCS (%)	54	52
Up (%)	100	40
Down (%)	-	40
Inter (%)	-	20

Control: Full Destination Control
Simulation duration 2 hours at least

Required results: Average Waiting Time (AWT) & Average Destination Time (ADT), mean value of all passengers.
AWT: Time from moment of registering a call at a terminal until the door of serving car starts opening on the stored floor.
ADT: Time from registering a call at a terminal until the door opens at the destination floor.

Simulation Results (March to June 2009)

Low-Rise 5 lifts

Company	Product Name	Simulation Uppeak AWT (s)	ADT (s)	Simulation Lunch AWT (s)	ADT (s)
Elevate 7.18	Elevate 7.18	27.0	80.4	65.4	136.5
Köllmorgen LiftXpress	LiftXpress	26.4	72.5	32.5	78.8
Kone Polaris	Polaris	15.5	75.0	31.8	84
Otis Compass	Compass	17.9	71.7	35.4	86.9
Schindler	Schindler ID	13.0	63.7	21.2	64.3
ThyssenKrupp DSC	DSC	23.0	72.7	36.1	86.7

High-Rise 5 lifts

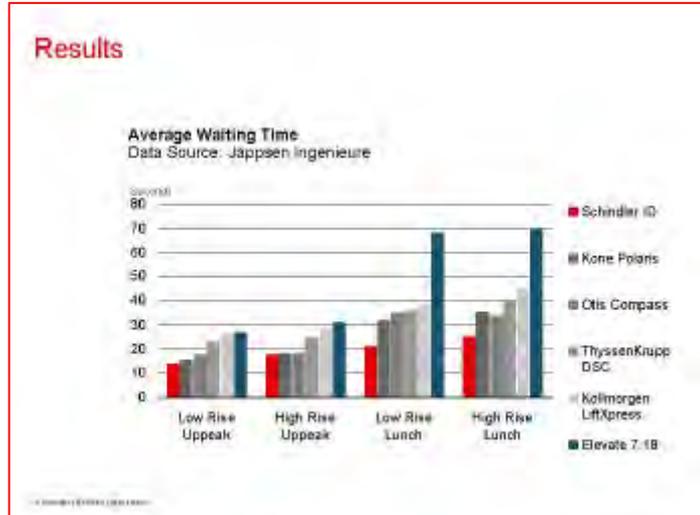
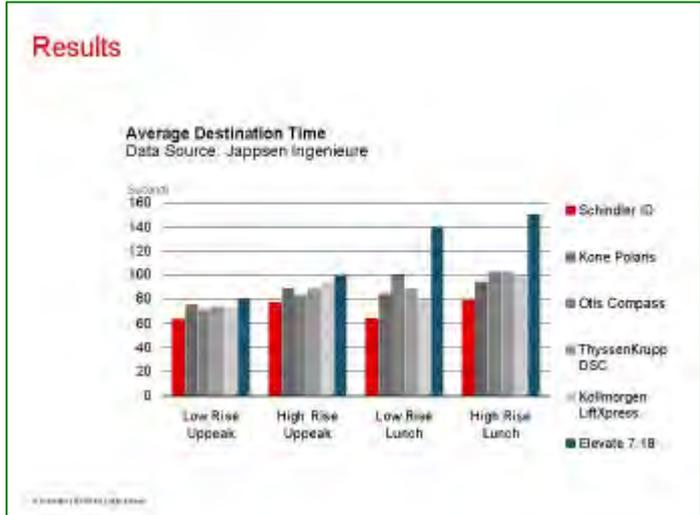
Company	Product Name	Simulation Uppeak AWT (s)	ADT (s)	Simulation Lunch AWT (s)	ADT (s)
Elevate 7.18	Elevate 7.18	31.2	99.2	75.2	150
Köllmorgen LiftXpress	LiftXpress	28.7	84.5	45.2	94.4
Kone Polaris	Polaris	18.3	88.8	35.5	94.5
Otis Compass	Compass	18.2	80.2	34.1	102.9
Schindler	Schindler ID	17.8	77.1	25.4	78.0
ThyssenKrupp DSC	DSC	25.0	86.7	40.1	102.9

Author: Olaf Rieke, Jappsen Ingenieure Berlin GmbH, Tinsdorfer Straße 14, D-10589 Berlin, F: +49 30 9490020

To demonstrate the ability to save a lift in using the Destination control system, I have compared a LEC conventional Up Peak Directional Control traffic study in the tables below using the same specification.

Low Rise	AWI	ATD	5min%
Elevate	27.0	80.4	
Schindler	13.9	63.7	
LEC 5 lift bank	35.14	88.05	12.09%
Lec 6 lift bank	29.29	82.19	14.71%

High Rise	AWI	ATD	5min%
Elevate	32.1	99.2	
Schindler	17.8	77.1	
LEC 5 lift bank	37.96	82.5	11.94
Lec 6 lift bank	31.64	76.18	14.33



In response to the November article headed:-
Disabled Access or Corporate Profit.

LIFT INDUSTRY SUPPLIER CONTENTION:

23 December 2009

The underlying objective for any lift company must be to ensure the safety of the public and not to discriminate against people with disabilities who require lift access to a building.

Platform Lifts are being installed on sites in New Zealand under the guise as an "acceptable alternative solution" to the New Zealand Building code – Mechanical Installations for access, Clause D2.

Platform lifts are not compliant with any of the following relevant New Zealand standards.

Mechanical Installations for Access D2:

D2.3.1 (c) states that "mechanical installations for access shall **be constructed to avoid the likelihood of people being able to touch or be struck by moving parts.**"

An open moving platform within a shaft means that moving parts are accessible and readily able to be touched. As stated in document D2, as in any standard, the meaning of "shall" identifies a mandatory requirement.

NZS 4121:2001 (Design for Access & Mobility – Buildings and Associated Facilities)

9.1.1 Lifts

"All accessible lifts shall comply with 9.2 of this standard, with NZBC D2.3.5 and NZS 4332."

"Platform lifts and stair lifts shall not be used as an alternative to this requirement."

9.2.2.1

"Lifts serving an accessible route shall have a **minimum interior clear space of 1400mm by 1400mm.**"

9.2.3 Lift doors

"(a) Lift doors shall open sideways and be power operated."

"(d) Passenger protective devices shall be provided to ensure that car and landing doors will not close while the opening is obstructed."

Appendix C

All lifts shall comply with NZBC D2/AS1

Platform Lifts shall not be used as an alternative, the platform size is not compliant with the minimum interior space, swing type doors are not acceptable and there are no passenger protective devices on Platform Lift swing doors.

NZS4332 – Non Domestic Passenger and Goods Lifts

The load carrying capacity of passenger lifts is related to floor area. A standard 1000 mm x 1500 mm Platform Lift has a rated load of 400kg. According to NZS4332 a lift with a net floor area of 1.5 sq.m. should be rated no less than 570kg.

Platform Lifts do not comply with the any of the above standards. They are being installed in situations as "acceptable solutions" where full complying lifts are able to and should be installed.

The reason for installing this type of lift is due solely to the perceived cost benefit. There is no cost benefit when a disabled person is discriminated against by having to use a lift that does not meet the minimum code requirements.

There will be situations where the fully complying lift is not a requirement i.e domestic residence's or where there are alternative complying access routes.

Existing buildings may also be considered for the installation of a lift with reduced dimensions of 900 by 1400mm. However, it is still subject to the requirements of NZBC D2/AS1. In all other cases a fully complying lift to the NZ standard should be promoted.

LEC RESPONSE TO ARGUMENTS PRESENTED: (abridged)

1. D2.3.1(c):

I accept this is subjective, but of more concern is the intent detailed in the full clause, and this is that the risk of harm to users needs to be fully considered in any solution and appropriate measures put in place, or constructed to avoid any risk of harm to users that can be caused from being able to touch or be struck by moving parts.

For example, if we take the words literally, we shouldn't be exposing users and maintainers to automatic doors, escalators or entry to lift shafts.

And so I must disagree with the inference that only full enclosure or exclusion of exposure to moving parts, or not being able to touch them is the intent of the full clause D2.3.1(c).

2. NZS4121:

As you are aware, NZS4121 evolved in conjunction with the Power Lift Rules and NZS4332 for mixed traffic means of access into buildings, with Section 9 and Appendix C6 of NZS4121 to address Disabled Access issues. As you point out, it subjectively precludes stairchairs and platform lifts and the like for mixed traffic higher rise solutions.

In considering NZS4121 Standard, it must be remembered to treat it as an acceptable solution, although it has now been incorporated directly into the Building Act, it is only a reasonable and adequate provision, it still must not be used to constrict a solution without warrant.

And so with regard to its application to platform lifts and the like, it should also be considered as mainly applicable to mixed traffic solutions able to accommodate both disabled and ambulant persons, and although not disregarded, it should not be used to impose mixed traffic solutions onto low rise solutions designed specifically for low use disabled access where ambulant persons would normally be expected use the stairs.

3. Acceptable Solutions :

Platform lifts are lesser solutions than the acceptable solutions because of their limits to practical use to mainly specific traffic disabled persons over low travel distances of maybe up to 3 floors.

On the other hand, all acceptable solutions are only adopted for the purpose of giving building owners a choice of solution for Consent purposes.

Were an owner submits an acceptable solution, the onus is on the submitter to ensure the solution complies to the solution, ie. NZS4332, EN81 etc; and where it does, the Territorial Authority has to accept the solution and issue Consent approval.

Where an owner submits an alternative solution, the onus is on the owner to prove to the Territorial Authority that the solution is suitable for its purpose in meeting all applicable performance requirements of the Building Code D2, which means it does not necessarily have to conform to any requirements of an acceptable solution.

And so it is a mistake to apply acceptable lift solutions as the only means of mechanical access on accessible paths under the Building Act, as it is a performance based code designed to enable any solutions to be considered, and applied where they achieve the requirements of the Building Code.

4. Load Ratings of Lifts:

Load rating on lifts are critical on traction lifts as overload can result in rope slip and an uncontrolled runaway, but with direct acting hydraulic solutions, the lift codes safe number of persons / floor size limitations are only relevant to the strength of the platform to support the maximum number of persons.

For these reasons, an alternative DA hydraulic solution might have a larger floor area relative to traction lift codes, than that depicted by its lifting capacity.

5. Platform Lift Non-Compliant Statements:

There are no Acceptable Solutions identified under the Building Act (yet), and so any platform lift solution must go through the Consent process as an Alternative Solution, and thereby don't necessarily need to achieve non-applicable requirements of the Acceptable Solutions or NZS4121.

The reason platform lift are so readily accepted is because of the cost benefits; their flexibility in providing a good solution to a wider variety of existing and new building situations, and because they provide an excellent means of access for disabled users into any low rise building. The question needing to be addressed at Consent is; is the solution suitable and safe for its purpose? And then prove it!

How Far is China Elevator Industry From Interlift

Date: [2009-12-25]

——the Impression on Interlift Germany

From: Elevator Shanghai Written by Yangfan

The Interlift 2009 organized by Germany elevator association——VFA, co-organized by AFAG company was held in the southern city of Germany——Augsburg during October 13th -16th this year. As one of the most influential professional elevator exhibition in the industry, Interlift has drawn

the attention around the whole world. Today I feel very lucky to do this interview with Mr. Michael Chen——



the Deputy Director of Economic Trade Development Bureau of Suzhou Industrial Park as well as the President of Suzhou International Expo Center who has also paid his visit to the expo. Maybe we could know more about Interlift through his impression.

Question 1 : When you come to the Augsburg International Expo Center, what is your deepest impression on Interlift?

Answer: I have been to almost 30 convention halls around the world. The exhibition industry develops very quickly in Europe. There are many convention halls in the cities of Germany, such as Hanover, Frankfurt and Munich. These halls have large space ,equipped with advanced facilities and convenient transportation, but why the Interlift chooses to set up its root in such a common city——Augsburg. Joining in the Interlift this time, I am looking for the answer. Due to the profession habit, my visit started from the communication with our convention hall competitor. The senior manager of Augsburg International Expo Center——Mrs Tanja told us that Interlift—— the international elevator expo has settled here since it was created in the 80s of 20th century. With the continuous expansion of the expo scale, our convention hall also kept enlarging the space and widening the platform for exhibition service. The local government decided to increase the investment, raise the serving quality to retain this exhibition in the famous brand. With its development in 20 years, the exhibition area of Interlift has been expanded from 3,000 square meters at its first time to 45,000 square meters this year.

Known from the Economic and Commercial Counselor's Office of P.R. China in Munich, Augsburg located in Bavaria ——the most important industrial zone of which the yearly region production amount accounts 1/5 of the whole country's number. In the 27 member countries of EU, the total economic amount of Bavaria State ranks the 7th place, following France, UK, Italy, Spain, Holland and Poland. Looking into the state's industrial structure, agriculture and forestry industry accounts for 1.1%, industry for 31.2%, and the tertiary industry for 67.7%. The major

industries are the automotive industry, machinery manufacturing, electrical and electronic industries and communication equipment manufacturing. Also a large number of elevator enterprises are clustered in this region. The close connection between exhibition and industry is the vital point to the growth and success of exhibition. The development history of Interlift has made a good proof to the experience of success in the exhibition industry.

Question 2: The most important thing of exhibition is the communication between exhibitors and visitors. What are the good points of Interlift at this respect?

Answer: Yes. The core element of exhibition is the interflow between exhibitors and the visitors in the specialized fields. On spot of Interlift in Augsburg, nearly every exhibitor has put his unique thought into the design of booth. In the 21st century with its eye-catching economy, each exhibitor manages to demonstrate their skills to highlight the corporate image. Almost every booth looks like a work of art, being beautiful enough to make you yearn for something; it also is like a warm home spreading its hospitality to your relatives and friends; it could also be a high-class business club, providing an elegant environment for negotiations. In the exhibition, the booth decoration of many world-famous elevator and components enterprises such as SEMATIC, WITTUR, ORONA, GUSTAV WOLF have gained a lot of praise. Bar-style booth design, separation of dynamic and static areas, supply of beer, coffee, tea, bread, sausages, and so on ,those everything have impressed me . The senior executives from the factories and sales departments say hello very politely to the customers around the world. They enjoy the endless conversation as if meeting an old friend again. Exhibitors and visitors crowd the entire exhibition hall, but in a very good order, without any noisy music or dance, while the opening ceremony of Interlift is very short and brief.

Question3: How about the elevator enterprises from China?

Answer: There are totally 53 Chinese elevator and component enterprises joining in Interlift. It is not easy for Chinese local enterprises to travel across the ocean far away, coming to Europe to attend the show, which also reflects the overall strength of China's elevator industry, and the courage and boldness of manufacturers and enterprises to explore the international market. Besides, each elevator company's booth also reflects their various processes and expectations in expanding the international market. Suzhou Jiangnan Jiajie Elevator Company (SJEC) has been an active participant in Interlift for several years, and this time they set up a 60-square-meter decorated with a small number of display products on site. The chairman of SJEC——Mr. Jin Zhifeng told me that they have been participating the expo for several times, and have made great success in developing the European market. This time they are tended to see the old customers and maintaining the existing relationship. The vice president of Ningbo Xinda (Group) Company, Mr Xu Xianghe also expressed the same opinion.

In fact, I saw at the scene, that some Chinese enterprises have achieved transnational management. For example, Shanghai Edunburgh Elevator has made a quite eye-catching booth design, placing two newly developed units of energy-saving elevator prototype on-site. Their general manager Mr. Li Sui told me that they had a very good exhibiting effect. Being the same cross-border operation, the decorated booth of Shanghai STEP Electric Corporation is also quite outstanding. The company chairman, Mr. Ji Defa told me with full of joy

that through these years of development, STEP has established the sales branch in Germany successfully, hiring more than 20 local staff, making the achievement in exploring the European market. What surprises me more is that the booth personnel on the wide booth of Suzhou Torin Drive Equipment Co.,Ltd are almost all foreigners. It turns out that they are all from the European branch of the company. Perhaps the words of the general manager of Suzhou Genesis Elevator System Co.,Ltd.—Mrs Yao Xiaodong represent the voice from China elevator enterprises. She said Chinese Elevators and components are good in quality while cheap in price, so they are quite competitive in the international market. The two devices they brought this time have attracted much attention from the customers. However, I also feel confused that many powerful elevator enterprises in the mainland did not appear on Interlift. Whether participate in the exhibition or not, and how to participate not only reflect the mentality and experience of an enterprise to develop the international market, but also highlight a business manager's ideas and strategies in management.

Due to the cost considerations of long distances and inconvenience in logistics, the majority of Chinese companies chose to display in the form of standard booth. Compared with U.S. and European companies, there is a huge gap in the overall design effect. The booth layout is also relatively simple with the plain display of pictures and text, which directly leads to the sparse of audience and visitors. Some business representatives expressed with a slight regret that they would invest more capital for the next participation.

Question 4: We know that the financial crisis still has a great influence in the elevator industry, but there are 53 Chinese enterprises coming to the exhibition. What does this mean?

Answer: Europe and even the whole world know that China is the world's first manufacturing base. China's elevator and component products are not only endowed with the guaranteed quality, but also the huge advantage in prices. How many professional audiences and buyers in Europe are all full of fancy for China and eager to get into its market. On spot of Interlift, I also asked the

Mr Michael Chen with Bruce McKinnon

vice editor-in-chief of **Elevator World**—**Mr. Bruce McKinnon** the same question. He made his analysis that the elevator industry in Europe has been dropping because of the financial crisis, but he felt surprised and happy to see that the Asian market with China as its representative has been going up against the flow. More and more Chinese elevator



enterprises have seized the opportunity to raise the products quality, explore the market and capture the market share. Meanwhile more and more enterprises have converged on the Yangtze River Delta and Pearl

River Delta Region. Through the continuous endeavor, they have rose up their international status, broken the trade barriers and finally run into the U.S. and European market.

As a matter of fact, besides Interlift, the organizers of the elevator exhibition in Italy, India, Brazil, and Turkey all indicate that the elevator enterprises from China have become more and more competitive. They sincerely hope that there would be more Chinese elevator enterprises joining in their exhibitions, developing the local market.

A great number of Chinese exhibitors have placed high hope on a professional and effective elevator exhibition in our own country, just the same as Interlift so that they do not have to travel overseas. That has become a common expectation of many enterprises.

Question 5: Most of the Chinese elevator enterprises are located in the Yangtze River Delta, would it be suitable to say the Yangtze River Delta is the basement of elevator industry in China?

Answer: During this expo time, I have also met the chairman of VFA who hold Interlift—Mr. Achim Hütter. He told me that he made the investigation to the Yangtze River Delta region with the European Elevator Association executive vice president Stephen Kretzschmar three years ago. They have been impressed by the intensity of the elevator enterprises in the region. They even held a board discussion on the transfer of Interlift to the Yangtze River Delta, but because of the timing and decision-making problems, they missed this precious opportunity. However, when he heard that Suzhou is also building a world-class international exhibition platform for elevator industry, he expressed his appreciation and would pay close attention to it. It can be seen from that the Yangtze River Delta region is not only the industrial base of China's elevator industry, but also more likely become the world's industrial base in future.

Questions 6: Honestly, the platform set up by Interlift is devoted to providing its service for the enterprises. Then where did you learn most from this elevator exhibition?

Answer: As coming from the same exhibition industry, I would like to show my appreciation and respect to the professional, international, market-oriented operation of the organizer of Interlift. I feel quite warm about the concept for building up the service platform in a long term for the enterprises. As for the most important gain in the exhibition, the "World Expo marriage" between Sematic and SJEC during the exhibition period is worth mentioning, in addition to the heavy harvest of customer information files and buyers business cards. Prior to the Interlift, SJEC has already received the bidding document of Italian Pavilion on 2010 Shanghai World Expo. It has naturally become the wish of Mr. Roberto Zappa—the chairman of Sematic Group Company that SJEC would purchase the elevator door from the local company in Italy. Thanks to my match, both Sematic and SJEC felt very satisfied.

In the return flight, I was lost in meditation. As a government department staff and a professional person in exhibition industry, we should make more efforts on how to build up a good exhibition service platform for the enterprises; how to bring them to the global market meanwhile invite the buyers overseas more effectively; how to reduce business costs, promoting the development of regional elevator industry. The road ahead will be long and our climb will be steep.

Another perspective!