

# COMPANY PROFILE

## SUNWARD EUROPE





## Our Founder is at the source of SUNWARD's DNA

The source of Sunward's DNA lies with its founder, Professor He Qinghua. A forward thinker, Professor He is anchored in a very solid university and research background, and he is driven to cultivate himself and constantly improve. Professor He has registered 252 patents, and his entrepreneurial spirit led him to create Sunward in 1999.



562  
THESES



252  
PATENTS  
OF HIS OWN

### PROFESSOR HE QINGHUA

As Sunward's founder, Professor He has inspired his company's innovative DNA, which creates value for our customers and improves the quality of life.

- Anchored in university & research
- Foreword thinker & life-long learner
- Entrepreneur & Value Creator
- Strives to improve the quality of human life (founded the utopian farm in 1968)



## Vision and Strategy

Sunward's Vision is clear, straightforward and powerful: To be a world value creator in the field of equipment manufacturing.

As a highly technical engineering company, Sunward's strategy is to deploy and demonstrate its strengths and innovations at the heart of the equipment manufacturing industry through 3 solid pillars: Construction, Special & Rescue Equipment, and Aviation.

VISION

TO BE A WORLD VALUE CREATOR IN THE FIELD OF EQUIPMENT MANUFACTURING

STRATEGY

EQUIPMENT MANUFACTURING

CONSTRUCTION

SPECIAL & RESCUE

AVIATION

7 COMPANIES



HYDRAULIC



MINING



RAILWAY



AVIATION



ENGINEERING  
FOUNDATION



AVIATION  
ENGINEERING



HIGH-TECH  
ENGINEERING

1999

2006

2011

2015

2016

TODAY – PROUD TO BE A GLOBAL INDUSTRIAL EQUIPMENT MANUFACTURING GROUP



**SUNWARD COMPANY CREATED**  
A dream comes true!  
Led by Professor He, several university teachers joined forces and followed him to create the best innovations that engineering can offer.



**LISTED ON THE STOCK EXCHANGE**  
After relocating its production to meet the increasing demand, Sunward's success was officially recognized when the company was listed on the Shenzhen Stock Exchange.



**ENTERED THE WORLDWIDE TOP 50 OEMS CLUB**  
A decade after its creation, Sunward is recognized among its peers. The Yellow Table, which ranks the world's construction equipment manufacturers by sales figures each year, confirmed Sunward's entrance.



**SUNWARD EUROPE HEAVY INDUSTRY IN BELGIUM**  
Following several awards and growing export growth, Sunward established its European base in Belgium.



**ACQUISITION OF THE AVIATION COMPANY**  
The 3<sup>rd</sup> pillar of Sunward's strategy was realized with the creation of Railway Sunward Engineering Equipment Co., Ltd. and the acquisition of the Canadian AVMAX aviation company.



### DEDICATED TO MANUFACTURING

- Construction machinery
- Special equipment
- Aviation equipment

### AMONG TOP GLOBAL COMPANIES IN CONSTRUCTION

- Ranked 31<sup>st</sup> among Top 50 Construction Machinery (Yellow Table 2021)
- Top 20 Brand for Excavators
- Top 3 Regional Aircraft Leasing Company



## Innovation leads to value

Sunward's motto – 'Innovation leads to value' – captures Sunward's strength. In only 20 years, the company's innovative DNA has made us a global player, generating an annual turnover of nearly \$1 billion. Thanks to Sunward's high engineering capabilities, innovative technological solutions are found to generate value – for our customers, our partners, and our workforce. And for society at large – year after year, we are awarded for our innovative and intelligent products.



1000+  
PATENTS



400+  
FULLTIME  
R&D EMPLOYEES



22  
R&D CENTERS  
& TEST INSTITUTES



7  
AWARDS FOR  
INNOVATION & SCIENCE



200+  
PRODUCTS



5 500  
EMPLOYEES



USD 2.6 BILLION  
IN ASSETS



100+  
EXPORT COUNTRIES



USD 1 BILLION+  
TURNOVER

### SUNWARD INDUSTRIAL PARK BASED IN CHANGSHA

120 hectares, equivalent to 168 soccer fields. We are extremely proud to develop products on one of the world's largest production bases for construction equipment.

► Intelligent Factory  
for Unmanned  
Production



► Automated Assembly



► Large Excavator  
Operated Remotely  
from the 5G Cab

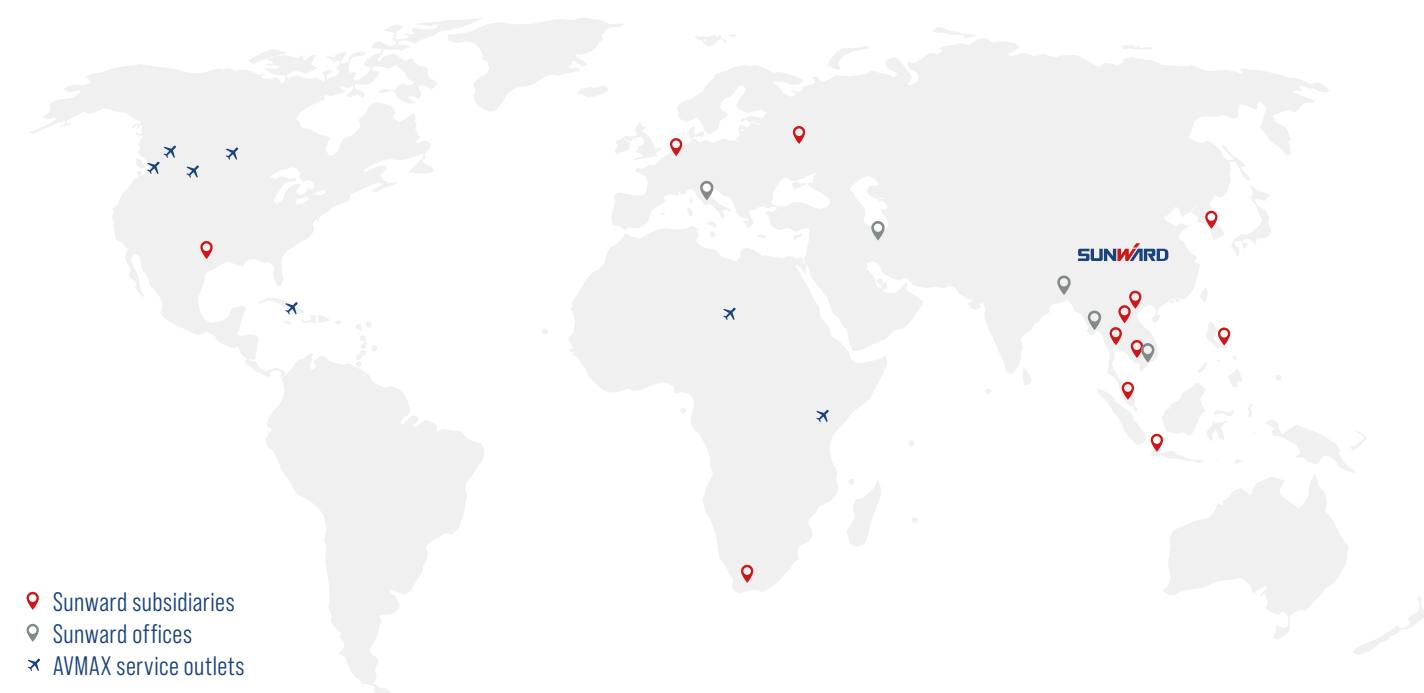


► 5G remote  
control set-up



## Today's factory and worldwide coverage

With this strong foundation, Sunward has created a state-of-the-art manufacturing facility in Changsha. It's there that we produce our best-value-for-money equipment and distribute it worldwide via our **12 subsidiaries**, **5 offices**, and strong dealer network of over 150 dealers.





## At the heart of Europe offering excellent coverage

Sunward Europe Heavy Industry (Sunward Europe) was created in Belgium in 2015. Ideally located in Belgium, at the heart of Europe, Sunward Europe is just 45 minutes from Brussels International airport and 60 minutes from Antwerp's harbor, which enable us to ship equipment and spare parts throughout the Europe & Middle East region within 24 hours.



### IDEAL LOCATION

- 45 minutes from Brussels Airport
- 60 minutes from Port of Antwerp



## International, flexible and dedicated teams

Our international Sunward Europe team is at your service everywhere in Europe. Our local teams from all over Europe, UK, Israel and Turkey relay your needs and support Sunward's HQ teams in adapting the products to the local market needs. The team trains dealers and provides the utmost customer care from sales administration to product delivery.



### ◀ LISTENING TO YOU IN 7 LANGUAGES

Whether you speak English, German, French, Italian, Dutch, Spanish or Portuguese, the Sales support, Technical support with help desk, and Training team are here to communicate with you.

## An extensive, adapted offer

Engineering is our expertise, and we inject it into every piece of construction equipment we offer. Our wide range starts with excavators and loaders and extends to drilling rigs, cranes and aerial working platforms. And our Sunward Europe products are designed and tailored to suit the Europe & Middle East regional market. From Stage V engines produced by Yanmar, Kubota, Cummins or Perkins, to other key components sourced from best-in-class suppliers – including Bosch Rexroth, Nachi, Eaton, and Kayaba – everything is designed and assembled to provide our customers with the best value for money and peace of mind.



### ◀ NO COMPROMISE ON RELIABILITY & SAFETY

All key components are sourced from the world's top premium brands to maximize reliability, durability and performance.



### ◀ GUARANTEED AVAILABILITY WITH EUROPEAN STOCK

With a large European stock – readily available and regularly supplied – in Tessenderlo, Belgium, parts can be delivered within 24 hours.



### ◀ TAILORED TO EUROPEAN NEEDS

Sunward Europe's machines are designed and re-designed to match our regional customers' needs. We know how to listen and improve.





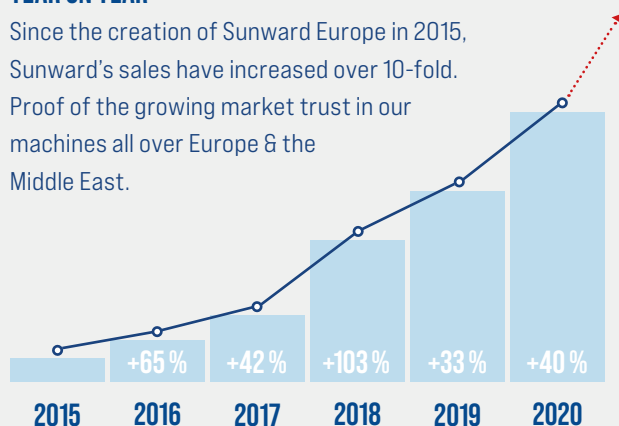
# Our dealers, your best ambassadors: they know your needs, they trust our design

As they're best placed to know what the market requires in each of their local areas, the European, British, Israeli and Turkish dealers are your best ambassadors. They have carefully tested Sunward's products, and all of them trust a design that is innovative and proposed at the right level, generating value for the customer.

Moreover, our dealers are a continuous source of improvement. In fact, Sunward innovates thanks to our dealers and their in-depth market knowledge. Over the years, Sunward and our dealers have grown together.

## A MARKET RESPONDING VERY POSITIVELY, YEAR ON YEAR

Since the creation of Sunward Europe in 2015, Sunward's sales have increased over 10-fold. Proof of the growing market trust in our machines all over Europe & the Middle East.



## SUNWARD HAS ONE OR MORE DEALERS IN EACH OF THESE COUNTRIES.

Please check our website for our current list of dealers.

- LEADING IN HUNGARY, ROMANIA, BULGARIA, SLOVENIA AND SLOVAKIA
- TOP 10 IN SCANDINAVIA
- RAPID GROWTH IN WESTERN EUROPE

### SUNWARD EUROPE HEAVY INDUSTRY N.V

✉ Havenlaan 1, B-3980 TESSENDERLO  
Belgium  
☎ +32 (0) 11 43 46 66  
✉ info.eu@sunward.cc  
🌐 www.sunward.eu

