



DAVID HUSOY CEO - ThyssenKrupp Elevator Australia

Since entering the Australian market in 1985, ThyssenKrupp Elevators has developed into the leading technological innovator in the elevator and escalator business. CEO, David Husoy has seen this growth from various roles within the organisation, and now believes the next growth area will be to embrace environmentally green practices within the construction industry.

Interview by James McAuley

JM: Can you give us a bit of an overview of your background, and career with ThyssenKrupp Elevators?

DH: I was born in Sydney, and have worked within the building industry for the last 20 years, initially as an Apprentice Electrician and Tradesman with ThyssenKrupp. After completing my trade certificate I then went on to gain my Masters in Business and Applied Finance, and after being promoted into management then moved to my current role as CEO.

JM: What is ThyssenKrupp Elevator's point of differentiation?

DH: We are the technology leader within our market. An example of this is our TWIN elevator system, which can increase the client's Return On Investment by reducing construction costs and, increasing the amount of net floor space available, as well as providing significant energy savings. All this can be achieved whilst the waiting time for passengers is also reduced. Another of our unique products is the "turbotrack" people conveyor,

which ranges from 100m to 1km in length. The "turbotrack" combines high intermediate transport speed with slower boarding and exit speeds. The "turbotrack" can replace underground walkways and trains in airports thereby reducing construction costs associated with tunneling and rail.

Our most essential ingredient is that we are people builders. We are a learning organization that invests in our employees futures and as the individual grows, our company grows with them.

We believe our technology creates a point of differentiation and the commitment to our service delivery makes it work.

JM: Can you give an insight into the operations of ThyssenKrupp Elevator Australia?

DH: We provide new elevators and escalators to owner/builders, architects and developers. Additionally modernisation of existing products for building owners and property managers is available. To compliment these state of the art products we provide a 24/7 service

JM: Can you outline some of the new initiatives you are planning at ThyssenKrupp?

DH: One of the key new areas we are entering is the residential market, with a product called Evolution standard. The Evolution standard will be a cost focused product offering good value to developers and builders with no compromise to the quality of engineering or lift car finishes.

JM: What are some of the Major Projects that ThyssenKrupp Elevators have been involved in recently?

DH: Major Australian projects include Top Ryde Shopping Centre (NSW), ANZ centre (Vic) partnering Bovis Lend Lease, and Raine Square (WA) where we are installing our exclusive TWIN product with Salta constructions. On the International stage we are installing over 230 units at Delhi Airport India. Another key international project is the Freedom Tower built on the site of the World Trade Center in New York, where we are installing our latest high-rise technology. Most recently we have successfully completed the World Financial Centre in Shanghai, where we have installed double decker lifts running at 10 metres per second with amazing ride quality.

JM: Where do you see the future development for the Elevator industry?

DH: The future will see Green Initiatives taking over from where the Internet was in the 90's, as the main focus of business. Whether you believe in green or not we are all moving towards a reduced carbon economy.

Our own market is currently in the green penetration stage supported by initiatives such as the government stimulus package directed at capital works that produce environmentally friendly solutions defined by compliance models such as the 6 star green rating. While elevator systems only make up a small portion of building emissions we still have an important role to play. The challenge for technology leaders is that we need to be thinking outside the square with initiatives that can make a difference.

The development of green technology will be the next growth area. This will result in pressure on property groups to become greener and more environmentally friendly. With our flagship product the TWIN elevator, energy requirements are reduced, while the handling capacity is increased by having two independent cabs in the one shaft. It also reduces the use of construction materials through reduced vertical core area. The future is that we will have to reach our carbon footprint targets, and reduce power consumption through technology. Our R & D teams around the world are currently looking at how we can best utilise both sustainable and regenerative energy as well.

ThyssenKrupp Elevator is committed to developing and implementing sustainable efficient solutions for the entire lifecycle of its products, processes and operations worldwide. That means identifying and addressing key social and environmental opportunities to make a positive contribution to the well being of the planet. Our aim is to create long-term value and sustainable efficiency as a way of life and for generations to come.

JM: Thank you for talking with ANCR

DH: My pleasure....

operation which includes preventative maintenance programs that protect asset values and minimise unnecessary breakdown costs and downtime. Most of all we believe the customer is looking for value for money and a company they can rely on in any situation and won't let them down. This is our ultimate aim.

Since commencing local operations in 1985, ThyssenKrupp Elevators has developed to the point where we now employ over 450 people across all states and territories, with the head office located in Sydney.

JM: What is your outlook for the current business environments?

DH: Currently our market share is around 12%, while turnover exceeded \$100 million dollars for the 2009 financial year. This has been the result of 20% annual growth over the previous 4 years. Currently, we are focusing on navigating through the crisis with the least effect on all our stakeholders. Obviously we are keeping an eye on the economic data both here and overseas and watching what is playing out. Our order intake has been affected on the construction side of the business compared to previous years. Additionally, with reduced orders we are seeing margins tighten around the country but we will continue to penetrate the market with the competitive products we offer.

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