

# ·GH·

# NEWS

December 2024 #23

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A NEW ERA FOR CRANES

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Three days of celebration which had everything: visits to vineyards, mariachis, a taquiza, fireworks and a great atmosphere. Viva Mexico!

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### **Artificial intelligence**

AI is redefining the limits of what is possible in the industry. GH is leading six innovative projects that incorporate AI. Eneko Aierbe, director of IT, and Eneko Ariznabarreta, director of Engineering and R&D&I, explain them to us.

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The environmental technician explains the steps that are being taken to make our business model more sustainable and respectful of nature.

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Appointment of Urko Iguñiz as managing director of Spain and Portugal, Onboarding project and anniversaries in Portugal.

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### **Latest projects**

USA, Mexico, Spain, Panama, United Kingdom, Norway, Denmark, Poland, Saudi Arabia and the Netherlands.



# “WELCOME TO THE NEW EDITION OF GH NEWS”



We have produced a completely updated issue that reflects our evolution and which I hope you will enjoy.

In this issue, we address crucial topics such as ISO14001 certification, which marks our commitment to environmental sustainability, and explore how artificial intelligence is transforming our industry through six innovative projects led by GH.

The magazine also celebrates important milestones, such as 10 years of GH Peru and 25 years of GH Mexico, providing a detailed look at the strategies and projects that have driven growth and innovation in these regions.

We also highlight the diversity and talent of our team, with inspiring stories from GH USA and GH China.

Macroeconomic forecasts for 2025 indicate moderate global GDP growth, although the world economy faces uncertainties due to several geopolitical factors. The conflict in Ukraine and trade tensions between the US and China continue to affect energy markets, supply chains and political stability. The Israeli-Palestinian conflict may also lead to fluctuations in oil prices, lower global GDP and higher inflation, with the risk of

—  
JOSÉ ANTONIO GUERRA

CEO of the GH Group

involving global powers and straining international relations.

These factors underline the need for constant vigilance and adaptive strategies to mitigate the economic and geopolitical risks associated with different conflicts.

In addition, this context highlights the importance of innovation for companies, as reflected in the efforts of GH Cranes & Components to remain at the forefront of technology and sustainability.

# PERU

# MEXICO

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– GH PERU –

## 10 YEARS OF CHALLENGES

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**FERNANDO MINDREAU** joined **GH PERU** about a year and a half ago. An industrial engineer by training, Mindreau has a distinguished track record in key sectors in Peru, such as mining and raw materials processing. Under his leadership, the market unit is now in its **TENTH YEAR.**

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01

FERNANDO MINDREAU

Director of GH PERU



## IN A FEW WORDS

→ DESCRIBE PERU IN THREE WORDS:

Incredible, diverse and full of promise.

→ WHAT IS YOUR FAVOURITE CITY IN PERU AND WHY? I love Lima, where I was born and live, but I also enjoy the northern beaches in Piura and the highlands, such as Cusco and Arequipa, where the Inca culture began.

→ A PLACE YOU WOULD RECOMMEND VISITING IN PERU OTHER THAN MACHU PICCHU? I would recommend visiting the jungle, especially Iquitos and the Amazon.

→ WHAT IS YOUR FAVOURITE TYPICAL DISH?

I could pick several. The one I like most is ceviche: a simple, basic and nutritious dish. I also like "lomo saltado" (marinated sirloin), which is a more elaborate dish.

→ ARE THERE ANY WORDS IN QUECHUA THAT YOU LIKE OR THAT REPRESENT

PERU? The words "ama sua, ama quella, ama llulla" are significant. They mean "don't be a thief, don't be lazy and don't be a liar", and reflect important values in our culture.

GH PERU

“A GOOD DECADE FOR THE COUNTRY LIES AHEAD AND AT GH PERU WE HAVE TO BE PREPARED”





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In this interview, Fernando Mindreau talks to us about the challenges ahead and the opportunities he sees in the Peruvian market.

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**GH Peru has celebrated its tenth anniversary under your management. What do you consider to be the main challenges of the market unit?**

My objective and that of all the people who work at GH Peru is to “corporatise” and professionalise the company even more, to align it as much as possible with the rest of the GH market units.

I also believe that during the early years, GH Peru has been very dependent on international customers who sought us out. However, from now on, our strategy should be more proactive.

**What opportunities does the Peruvian market offer GH?**

The Peruvian market presents attractive opportunities for GH, especially in priority sectors such as fishing and mining, where our involvement so far has been limited. I’m currently working closely with the sales director to prospect these sectors and find out how we can offer them value propositions that address their specific needs. I believe it’s essential to significantly increase our penetration in these markets, both in sales and services.

**To address these challenges, what are the main measures you have taken during your first year as CEO?**

The first measure has been to bring our premises up to the standards of a prestigious company like ours. That’s why we’ve

recently moved to an industrial estate in the south of Lima, where we have our own infrastructure, including offices, workshops and warehouses.

During the last year we’ve also worked very hard on the restructuring of the commercial area.

**Who are your most important customers at the moment?**

Probably Siderperú and Aceros Arequipa, the only two steel companies in Peru. We have a long-standing relationship with both companies, actively participating in their expansion, renovation and maintenance projects.

As for our current projects, we’re working on several fronts. For example, we’re quoting for a new crane for Aceros Arequipa in a warehouse that already has eight of our cranes. We’re also carrying out an important project in southern Peru for a customer in the iron ore mining sector that includes the installation of four cranes. Finally, we’re waiting for the awarding of an infrastructure project in Lima, in collaboration with the Spanish companies Acciona and FCC, to improve the city’s road network.

**In your opinion, how do you think Peruvian companies perceive GH and what do they value most about our product?**

The general perception is that GH offers a high-quality

European product. Peruvian companies especially value the fact that we are a subsidiary with constant support and advice from our parent company, which guarantees permanent technical guidance and assistance.

They also appreciate our focus on proximity and our efficient response time. Peru has the particularity that many industrial activities are concentrated in Lima, but there are industries distributed throughout the country that are somewhat forgotten. The fact that GH makes the effort to be there on the spot in all these areas is highly valued by our customers.

**In order to achieve this proximity, as you mentioned, the technical support service is a fundamental branch. How important is it to you?**

For me, the technical support service is fundamental. It's clear to me personally that the first crane is sold based on the product, but repurchase and loyalty are achieved through the technical support service. That's why we have increasingly well-trained technicians who we try to provide with the best possible equipment so that they can do their job in the best possible way.

**“In GH Peru, I see a group of people who strongly identify with and are grateful to the company”**

**Do you think they are aware of that? Do you feel that sense of belonging to GH within your team?**

Absolutely. In GH Peru, I see a group of people who strongly identify with and are grateful to the company. From the management, there is a strong commitment to the well-being of the employees and to comply with all legal requirements, such as holidays, remuneration, and health and safety conditions at work. As a result, all the workers identify with the company and are willing to do their job in the best possible way.

**You were recently in Beasain to participate in the International Forum of Market Units. What was your impression?**

I got a very good impression of both the Basque Country and its people. I think we share the desire to do things well and values such as honesty, respect and integrity. These are values that have always been important to me and that I want to instil in my work team.

**How do you see the current socio-economic situation in Peru and its future prospects?**

Like many countries in the region, Peru faces constant political and economic challenges. But despite the instability, the country has changed a great deal in the last thirty years, becoming more open to the world and professionalised. I believe that projects such as the Chancay mega-port and the inter-oceanic train that will link the Atlantic with the Pacific can boost the economy and attract more investment. In my opinion, a good decade lies ahead and in GH Peru we have to be prepared.

**With these good prospects, how do you imagine GH Peru in ten years' time?**

I'm very optimistic and I see GH Peru with at least two or three decentralised branches. One in the south, in Arequipa, taking advantage of the region's mining potential, and another in the north, in Chiclayo or Trujillo, where the fishing industry is concentrated. I also envisage it with twice as many employees and a turnover at least three times higher than the current one. And - why not? - with a minor components factory.

**“It is essential to significantly increase our penetration in priority sectors for the country such as mining and fisheries”**

Yosu Ezpeleta was the first general manager of GH Peru.



Maje Sigwas II



# 10 years of history

Below, we review the history of GH Peru through a photo album that captures key moments, people and projects in the trajectory of the Market Unit.



# 1

## ZAMINE, OUR FIRST CUSTOMER.

Initially we worked with distributors, thanks to which we identified the fact that it was a country with many opportunities. This sale to the company Zamine was the trigger for creating the Market Unit (MU) in Peru and establishing a physical presence there.



# 4

## NEW PREMISES

A year ago, we moved to the Megacentro in Lurín, a very good location, right in the middle of the Panamericana.

# 5

## LIMA METRO

Since 2016 we have been involved in the construction of the Lima Metro, an ambitious project that will transform transportation in the capital and that has positioned us as a key player in large-scale infrastructure projects.



# 2

## GOLD MINES

Shortly afterwards, we visited the gold mines of the company Barrick in Peru at Lagunas Norte (4,200 metres above sea level). Their premises already had 30 GH cranes that required maintenance. This customer was fundamental in promoting the technical support department in our MU. There we realised that the GH equipment was highly valued by the maintenance staff in the mines.

# 3

## EXPANSION OF THE TEAM

The increasing workload meant that the MU needed additional staff, so the first recruitment cycle took place. Marlene Morales joined as administrative assistant and Dante Williams became our first technician. Both are still with us today.







# 6 / 7

## ← STEEL SECTOR

Over the years, GH Peru's relationship with the country's two steel companies has been excellent. Aceros Arequipa and Siderperú are possibly the MU's most important customers. We have a long-standing relationship with both companies, actively participating in their expansion, renovation and maintenance projects.

# 8

## SHOUGANG HIERRO PERU

This project was carried out near the Nazca lines. It is a project commissioned by the Chinese company Shougang Hierro Peru, an example of the importance that Chinese capital has in the country.



A DECADE HAS PASSED SINCE GH SOLD ITS FIRST CRANE IN PERU. AND IT SEEMS LIKE YESTERDAY.

# 9

## HANDOVER →

In 2023, Yosu passed the baton to Fernando Mindreau in the general management. Fernando has been at the head of the GH Peru MU for a year.



# 10

## ← ANNIVERSARY

On 11 October, the entire GH Peru team celebrated the 10th anniversary of the Market Unit, accompanied by a representative of the general management from Spain. Together we drank a toast to these ten years full of challenges and achievements, and to a future full of opportunities.



# FOUR VOICES FROM PERU

The GH Peru team, with employees from different regions of the country, is a living reflection of the impressive cultural and natural richness of the nation. In the following pages, we share the voices of four of them, who reveal not only the wonders of the Andean country, but also their experience within the company.

## SUSSY VILCHEZ

Sales Executive



"I would highlight the positive and collaborative work environment at GH Peru, which makes every day motivating and enjoyable. I also consider it a privilege to work with some of the most outstanding companies in the country."

### TALARA, Sussy's hometown.

Talara is known as the "city of black gold" because of its historic association with oil and its strategic port. Located in the region of Piura, it stands out for its beautiful beaches and warm climate. Among the tourist destinations most recommended by Sussy is El Nuro beach, where visitors can swim with turtles and, with luck, spot whales. The region's cuisine includes delicacies such as ceviche, "seco de cabrito" (a type of goat stew) and "seco de chavelo" (a stew based on beef and plantain).



## EMERSON QUISPE

TECHNICAL SUPPORT SERVICE technician



"Although I've been working at GH Peru for less than a year, I feel very comfortable in the company, where I have found an exceptional team with whom I can exchange work ideas in a clear and precise manner. This environment of mutual support is crucial to carry out my tasks in the best possible way."

### HUANCAYO, Emerson's home town.

Known as "La Incontrastable" ("The Incomparable"), this city of 400,000 inhabitants is located in the mountains of Peru at 3,259 meters above sea level. Among its tourist attractions, Emerson recommends visiting the Cerro de la Libertad Zoo, where you can see animals from the Peruvian mountains such as the Andean fox, vizcachas and lamines. Another highlight is the Basilica Cathedral of Huancayo with its neoclassical style and paintings from the Cusco school. If you visit this city, you shouldn't leave without trying pachamanca, a dish made with meats, tubers and vegetables cooked in an earth oven.



↑  
From the city of Huancayo to the spectacular snow-capped mountain Huaytapallana takes only 40 minutes.







### VLADIMIR ROJAS

Security supervisor

“With regard to the company, I would like to highlight the pleasant working environment and the commitment of all the workers in the carrying out of the services we provide. For those who are considering joining GH, I can assure them that it is an excellent opportunity to learn and grow professionally.”

Land of renowned artisans, beautiful landscapes, large caves and high Andean lagoons, the city of Tarma is known as “The Pearl of the Andes”.



### TARMA, Vladimir's home town.

Tarma is famous for its cultivation of wallflowers, gladioli and carnations, which has earned it the name “The city of flowers”. Located in the department of Junín, it is on the edge of the central jungle, where several indigenous peoples live. Vladimir assures us that it has many places of interest, such as the Guagapo cave, one of the deepest in South America; the Inca archaeological complex of Tarmatambo, declared Cultural Patrimony of the Nation; and the Pacchacoto waterfall, with a height of approximately 10 metres.



El Nuro beach is the ideal destination for swimming and snorkelling with sea turtles.

The “Smurf village” is a group of peculiar houses located in Pampachiri whose roofs are rocks.



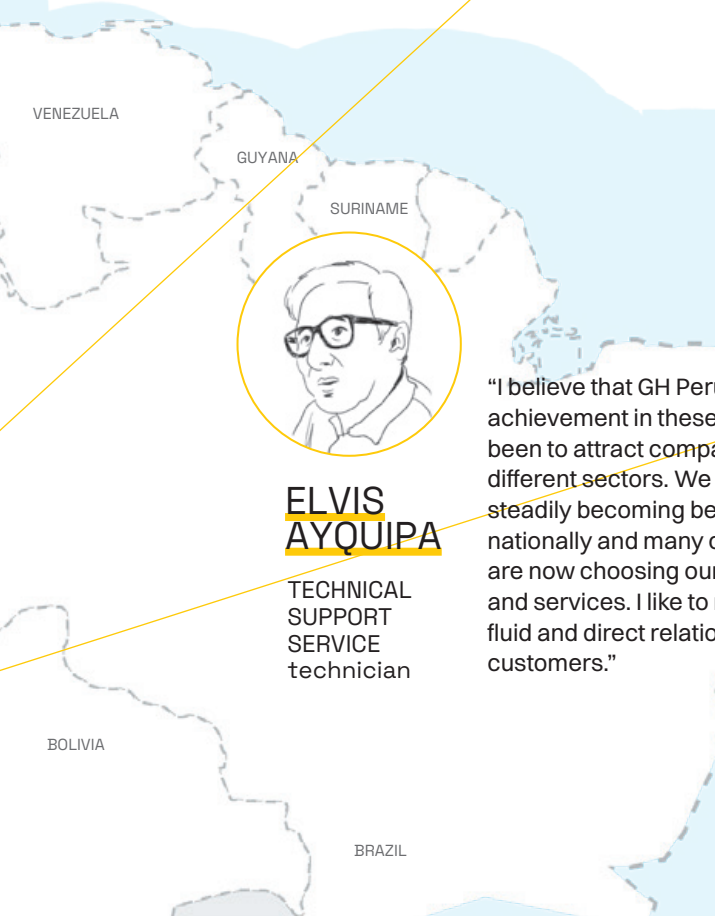
### ELVIS AYQUIPA

TECHNICAL SUPPORT SERVICE technician

“I believe that GH Peru's greatest achievement in these ten years has been to attract companies from different sectors. We are slowly but steadily becoming better known nationally and many companies are now choosing our equipment and services. I like to maintain a fluid and direct relationship with our customers.”

### HUAQUIRCA, Elvis's home town.

It is part of the Apurímac region, which in Quechua means “God who speaks”. Situated in the south of Peru, the region is ideal for hiking and discovering attractive places such as the Smurf village, the lost city of the Incas and the forest of stones. The typical dish of the region is the “huaita” which is cooked in an Andean oven and whose main ingredient is potatoes. Also famous is the stew of guinea pig, a rodent native to the Andes.



- GH Mexico -

# FOR MANY YEARS TO COME

This year our Mexico MU celebrated its 25th anniversary and, as is customary for them, they celebrated in style. The celebrations were spread out over three days, and featured gastronomy, music, local culture, fireworks and more!

Zorionak, GH Mexico, and for many more to come!



THREE DAYS OF FESTIVITIES  
TO CELEBRATE THE 25TH  
ANNIVERSARY





## GALA DINNER AT THE ENTRE RISCOS EVENTS ROOM

The celebrations began on 24 May with a spectacular gala dinner at the exclusive Entre Riscos events room. A delicious welcome cocktail marked the beginning of an unforgettable evening, in which the great work carried out over these 25 years was acknowledged. The Machi mariachis provided the music, and the night culminated with an impressive fireworks display that illuminated the sky of Querétaro and celebrated the quarter century of success of GH Mexico.





## VISIT TO THE EL POLO VINEYARDS

On 25 May, the celebrations continued at the Urogallo Rebenque restaurant, located in the beautiful El Polo Vineyards. Guests enjoyed a tour of the vineyard, learning about the wine production process while admiring the surroundings. Lunch consisted of an authentic country barbecue.



## TAQUIZA AT BRASANTA CAMPESTRE



On 26 May, GH Mexico closed the festivities at Brasanta Campestre restaurant with an authentic Mexican “taquiza”, a traditional feast whose main dish is the taco. The menu also included a rich “pozole” (traditional soup).

To enrich the cultural experience, the dance group AZTLAN presented their show “Pilgrimage”, which took the attendees on a journey through the roots and traditions of Mexico in an artistic and moving way.







## THE RECIPE OF

### VICENTA HERRERA

Cleaner

## Pozole rojo

### INGREDIENTS

| 10

- 1kg of pre-cooked pozole corn
- 1kg chicken breasts
- 250g of cascabel or guajillo chilli
- ½ head of garlic
- 1 onion
- Aromatic herbs to taste: bay leaves, thyme, marjoram
- 1 lettuce
- 10 radishes
- 2 to 3 packets of tostadas (crisp-fried corn tortillas)

### PREPARATION

**1.** Clean the pozole corn by washing it with drinking water and removing the brown head that is on the top. Then boil the corn, adding the aromatic herbs, garlic, onion and salt to taste. **2.** In a saucepan, cook the chicken breasts, adding salt to taste. After 15 minutes, check to see if they are cooked. If they are not, check them every 10 minutes and turn off the heat until they are cooked as desired. **3.** Once the chicken is cooked, shred it and set aside. **4.** Wash the cascabel or guajillo chillies, open them on one side, remove the seeds from the inside and the stem at the end of the chilli. Once washed, boil them in a saucepan for approximately 10 minutes and set them aside. **5.** Place the cascabel or guajillo chilli, garlic, onion, and the water in which the chillies were cooked in the blender. **6.** Using a strainer, pour the mixture from step 5 into the pot where the pozole corn was cooked. This is so that all the broth passes through but not the skin of the chilli. **7.** Pour the shredded chicken breast into the pot where step 6 was carried out. **8.** Allow the mixture from step 7 to boil for about 10 minutes. Test with a spoon to see if it needs more salt and add to taste if necessary. Chop the lettuce, radishes and onion.

### TO SERVE

- Place the Pozole on a deep plate.
- Optional: add chopped lettuce, radishes and onion on top.

### ACCOMPANY WITH

- Tostadas.
- Oregano.
- Chilli flakes.

# WE ARE GH

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**AINARA IGUIÑIZ** began her career at GH 17 years ago as head of people management in the company.

During this time, she has shaped and structured the main functions of a human resources department that manages almost **500** workers in Spain, and which is characterised by actively listening to the workforce and encouraging the commitment of the staff.

Her challenge now is to define the human resources policy of the GH Group, incorporating the knowledge of all the different parts.

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AINARA IGUIÑIZ

Director of HR



# “THE DIVERSITY OF THE GH WORKFORCE IS AN ASSET FOR THE COMPANY”



Ainara Iguñiz, director of human resources, says that GH is a very family-oriented company that tries to adapt to the needs of all its employees in terms of work-life balance.

## What does the company offer a person who wants to work at GH?

GH is a family company with a track record covering 65 years, which is a leader in its sector and is ranked in the top 4 worldwide. The company is firmly committed to business continuity and offers sustained growth. Not all companies today can offer stability, long-term prospects and commitment to people. I think that in this day and age, this is one of our strengths. We also offer an international career, and this is very attractive for young people.

## When hiring staff, what values, criteria or principles does GH take into account?

Commitment in both directions, both from the employee to the job and the company, and from the company to the employee. By commitment we mean the degree of interest, satisfaction and gratitude that a person feels for the company. It goes far beyond how well someone does their job. It includes putting all their skills into practice and always going above and beyond what is expected of them in their job. Committed people promote the positive, contribute to creating a favourable atmosphere, are generous and supportive, and above all help to foster commitment in other people.

## What are the key principles of the HR strategy at GH?

I would say talent management, diversity, employee engagement and leadership development. In recent years we've placed a lot of emphasis on the role of middle management in terms of people management and change management.

## How does GH ensure that it attracts and retains talent in an industry as specialised as the crane industry?

We have good salaries, which is a basic requirement. We offer flexible working hours and the possibility of teleworking for those who work in offices. Above all, as a result of COVID, we have changed our mindset about being present in the office. We also

try to adapt to the need to reconcile family and work that people may have. We are a large company, but, above all, we are a family company, and this is very noticeable. And we invest a lot in internal training, in all departments.

## How does the company manage and support the emotional and mental well-being of its employees?

By promoting relationships based on respect for the dignity of others, participation, fairness and reciprocal collaboration, and fostering a respectful working environment, at all times and at all professional levels, in order to achieve a positive working atmosphere. Everyone has somewhere to go if they have a problem. The doors are always open. The value of people is a strategic issue.

## There is a sense of pride in belonging to GH among the employees. How is this achieved?

Above all, with a culture of transparency and open communication in the company, so that employees feel listened to and have access to relevant company information through regular meetings, surveys, upward channels, etc.

## What do you like most about your job as HR manager at GH?

Conflict resolution. In this context, it's fundamental to understand how our way of thinking and behaviour influences work processes. I'm a psychologist by training and I believe that empathy is one of my strengths.

## What types of conflicts are most frequent?

For example, the management of rejections. Our company policy is to offer new positions or vacancies internally first, and this means that we have to deal with many rejections, which sometimes feel unfair. At the same time, in recent years we've been promoting the leadership of middle management, because they have a complicated role and need tools to manage staff. These line-management relationships sometimes lead to some conflicts.







**How do you make sure that the whole team is comfortable and safe at work?**

Everyone who manages people at GH knows that they have to promote a participative way of working, in which people are respected, favouring their development. For example, if there are people who ask for a change of position, even if it might be inconvenient for the manager in the short term, we are very clear that we cannot veto them. We all want the people who work at GH to be motivated and committed.

**What challenges will you face in human resources in the coming years?**

In this latest stage of the company, the challenge is to understand people management from a global perspective with shared values and policies, while respecting the different cultures and local particularities that make up our identity.

**Is GH a reflection of the countries in which it operates? In other words, do you hire people who are representative of local society?**

Yes, of course. The GH workforce is very diverse, and we regard this diversity as an asset.

**Are there differences in human resources management between the different countries in which GH operates?**

Yes, of course there are. In addition to the cultural differences of each country or continent, the different market units are at a different point in their trajectory and people management has a different specific weight.

**Will artificial intelligence have any impact on your work in the coming years? How are you adapting to new technologies?**

Artificial intelligence has become increasingly important due to its ability to automate processes and tasks, such as recruitment, skills assessment, communication, training, etc. It makes it possible to streamline processes and improve decision-making.

However, it's important to maintain a balance between automation and human interaction to ensure that AI solutions are effective and in line with our values. You have to start with data collection and analysis, and we are still in that phase.

**IN  
CLOSE-UP**

**YOUR IDEA OF A  
PERFECT DAY IS:**

A sunny day, on the beach in Hendaia.

**WHAT TALENT  
WOULD YOU LIKE TO  
HAVE?**

I'd love to be able to play the piano.

**WHAT IS YOUR MOST  
CHARACTERISTIC  
TRAIT? Cheerful,  
optimistic and  
conciliatory.**

**WHAT WORDS OR  
PHRASES DO YOU  
USE FREQUENTLY?**

Please and thank you.

**WHAT IS THE BEST  
PIECE OF ADVICE**

**YOU HAVE EVER  
BEEN GIVEN?** "You will never reach your destination if you stop and throw stones at every dog that barks." Winston Churchill and my father.

**A BOOK YOU LIKE  
TO GIVE AS A GIFT.**

Right now, I'm reading "Sorprende a tu mente" ("Surprise your mind") by Ana Ibáñez.

# AT THE OFFICE

USA and China.  
Two women, two countries  
and two continents.

## LISA HUANG

Supply Chain Supervisor  
at GH CHINA

→ **BEFORE I GO TO WORK**  
I drink a glass of water.

→ **THE FIRST THING I DO**  
in my job is to check my emails.

→ **MY MAIN CHALLENGES** are  
to buy the right equipment at  
the right time and at the right  
price. The supplier may not be  
able to satisfy the requirement  
or may even go over the budget.

→ **I TAKE A BREAK** between  
12:00 and 13:00 for lunch and I  
like to eat in different places, to  
try different foods.

→ **WHAT I LIKE MOST ABOUT  
MY JOB** are the challenges and  
achievements. I usually analyse  
what exactly the problem is and  
ask my colleagues for support if  
necessary.

Whatever the way to solve it  
or improve things, teamwork is  
very important.

→ **CHINA'S WORK CULTURE** is  
based on hard work, dedication,  
collectivism and a sense of  
hierarchy. Seniority and rank  
are important, and decisions  
are often made by those in  
higher positions. Subordinates  
are expected to be respectful  
and obedient to their superiors.  
This culture can prevent people  
from sharing their perspectives.  
At GH, however, although  
we work hard, this sense of  
hierarchy is not as evident and  
there is a more open and direct  
mentality.



## SHANGHAI China



25 MILLION  
INHABITANTS

TRANSPORT: Own car.  
TIME IT TAKES ME TO GET  
TO WORK:  
Between 2 1/2 and 3 hours,  
round trip.



## TARA CRAIG

Administrative Assistant in Service  
at GH USA

→ **BEFORE I GO TO WORK**  
I walk the dogs and make coffee for my husband and myself. While we eat breakfast we watch the news.

→ **THE FIRST THING I DO**  
at my job is check my emails and prioritise my tasks.

→ **MY MAIN CHALLENGES**  
are usually handling customer breakdowns, procuring emergency parts, tracking shipments, and making last-minute flight reservations.

→ **I TAKE A BREAK** of 30 minutes to eat lunch outside. I bring my own food.

→ **WHAT I LIKE MOST ABOUT MY JOB** is helping others. Working on a variety of tasks and offering support to both my colleagues and my customers gives me great satisfaction.

→ **THE WORK CULTURE IN THE UNITED STATES** is characterised by a professional work ethic. This is also true at GH, where everyone shows a strong commitment, continually looking for new ways to improve our products and customer relationships.

## TERRELL Texas



20,000  
INHABITANTS

**TRANSPORT:** Own car.  
**TIME IT TAKES ME TO GET TO WORK:**  
Between 20 and 30 minutes.



# OUT OF THE OFFICE

What do our colleagues like to do when they are not working?

## HELEN WU

Sales Manager  
at GH CHINA



→ **MERIDIANS AND MOXIBUSTION.** Traditional Chinese medicine came into my life for health reasons. Acupuncture and meridian treatment cured my eczema, after the medicines prescribed in the hospital failed. This awakened in me a great interest in traditional medicine, and I started to acquire knowledge about the subject.

→ **INNER VOICE.** Meditation helps me feel empowered; I listen to my inner voice, and I create a healthy, peaceful and happy life. With the hustle and bustle of everyday life it is difficult to make time for it, so I try to meditate any time and anywhere, for example, while driving, on flights, etc.

→ **STRENGTHEN THE BODY.** I needed to do sport to feel an improvement in my life and to keep fit. In 2018, I started weight training regularly with the purpose of improving muscle imbalance and strengthening the core. I slowly but surely fell in love with fitness, which has not only allowed me to improve my health, but also to gain energy for a more balanced lifestyle.

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# A new life for six historic GH employees

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Some have dedicated almost forty years of their professional life to the company and are about to retire. How are they handling this moment? We ask the protagonists.

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33 YEARS AT GH

**IÑAKI  
GOIBURU**

Sheet metal work and special trolleys.  
Working at GH since 1991.

"I've always loved my job at GH, and I've worked there happily and enthusiastically. I've done everything: mechanical assembly, sheet metal work, loading lorries, and so on ... Even moving the safe in admin! Now, if I stay in good health, I'll devote my time to cooking, my children and the farm. I'll miss my colleagues."

33 YEARS AT GH

**JOXI  
AZURMENDI**

Commercial manager.  
Working at GH since 1991.

"I'm very satisfied with my time at GH and very happy to have met people from different cultures, ways of thinking and characters who have made me appreciate the place where I live and have made me grow as a person, like the late Marc Esqué. My son Beñat is taking over from me, so I'll have a good informant, and I'll continue to keep up to date with what's happening in the company."







36 YEARS AT GH

## ENRIQUE ÁLVAREZ

Taking of measurements. Working at GH since 1988.

"Professionally, I've learned a lot at GH. I feel privileged because I've been involved in everything from rail assembly to crane assembly and production work. I've had to travel a lot: Brazil, Thailand, Ethiopia, Mozambique, Algeria, Europe ... This opens your mind a lot. I'm looking forward to retirement. I'll take up artistic drawing again, which I liked very much when I was young. And, for my health, I'll do sport."

36 YEARS AT GH

## PEDRO BOLINAGA

Sheet metal work and special solutions mechanic. Working at GH since 1988.

"I think that being in the right place at the right time has marked my time at GH. Experience has taught me that you have to try to work as a team to get the best out of everyone. When I retire, I'll miss having my time occupied and dealing with people. This new stage will start with day-to-day life, and I'll take it from there."





27 YEARS AT GH

**JUAN CRUZ  
SIMÓN**

First class  
mechanic.  
Working at GH  
since 1997.

"I intend to continue  
improving my English and  
I'll start to learn French,  
because I live in Lesaka, near  
the border. I'll also spend



time with my family. I'm very  
grateful because at GH, from  
the moment you join, they  
make it very easy for you to  
balance work and family life.  
I'll miss the people, but I'll  
come to visit them."



36 YEARS AT GH

**LUIS  
ISIDRO**

Gearbox fitter.  
Working at GH  
since 1988.

"As GH is a leading  
company, working here  
has brought me a lot of  
stability on a personal level.  
I've made some very good  
friends who I'll miss when I  
retire. I don't know what I'll  
do with my free time. I don't  
have any short-term plans."

# IN DEPTH

p.26 — WORKING WITH ARTIFICIAL INTELLIGENCE

p.30 — INTERVIEW WITH JOSU BILBAO

p.32 — ENVIRONMENTAL SUSTAINABILITY





From automatic invoice management to human detection using computer vision, we look at how Artificial Intelligence is being implemented in our daily activity to ensure we are at the forefront of industrial innovation, meeting the needs of our customers.

Since Artificial Intelligence (AI) burst into our lives like a tsunami, rivers of ink have flowed on the subject. The media talks about it day in and day out, it has become the hot topic in discussion forums and innovation panels, and many people on the street also comment on how it is helping them in their jobs.

It has been a long time since a new technology emerged with such force, revolutionising the way companies operate and offer their products and services. From the automation of repetitive tasks to the generation of valuable insights from large volumes of data, AI is redefining the limits of what is possible in the industry. This transformation is especially relevant in our sector, where efficiency, precision and the capacity for innovation are crucial to maintaining competitiveness.

For all these reasons, the implementation of AI has become a strategic priority for us. At GH Cranes & Components, we are convinced that the adoption of this technology will not only

optimise our daily operations, but will also bring significant long-term benefits.

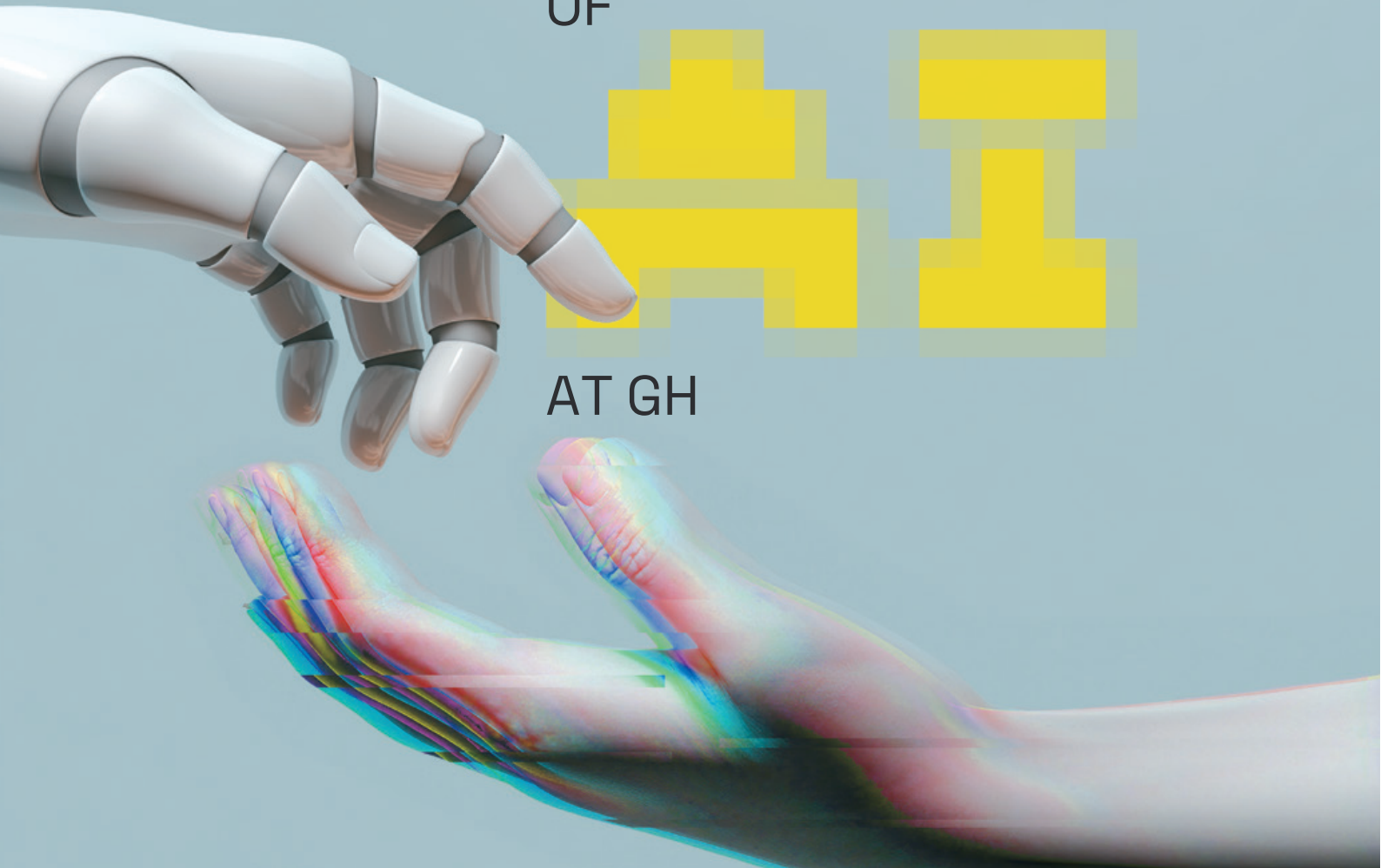
To achieve this, we are carrying out a variety of innovation projects where AI will serve both to improve our internal processes and to perfect our final products.

As the projects underway develop, AI technology will further boost the innovation and competitiveness of our company.

Without a doubt, AI promises to play an essential role in the evolution of GH Cranes & Components, ensuring that we are always at the forefront of industrial innovation. The implementation of this technology ensures that GH will continue to lead the market and meet the growing demands of our customers.

## THE IMPACT OF

AT GH



## GH INTERVIEW

## “WE CONSIDER IT CRUCIAL THAT OUR STAFF ARE TRAINED AND PREPARED TO USE AI EFFECTIVELY”

Eneko Ayerbe, director of IT, and Eneko Ariznabarreta, director of Engineering and R&D&I, lead the integration of artificial intelligence at GH Cranes & Components. In this interview, they share their perspectives on the current and future impact of AI at GH.



Eneko Ayerbe,  
director of IT  
at GH.

### What impact is the emergence of artificial intelligence having on GH?

Artificial intelligence is having a significant impact on GH. In internal processes, we're seeing noticeable improvements in productivity and efficiency, and we expect these benefits to expand as we move forward with our projects. In terms of the end products, the cranes, we're working on using AI to increase their safety. Also, on the programming side, it's inspiring and accelerating software development,

allowing us to innovate faster and more accurately.

### What are the main challenges in integrating AI into our internal processes and products?

One of the main challenges is ensuring the confidentiality of the data we provide to AI. We have to make sure that this information is kept secure and not shared inappropriately.

We're also finding it difficult to integrate the valuable information provided by AI into existing management processes so that it's really useful for employees and can be applied in their daily work.

### As projects develop, how many GH employees do you think will benefit from AI in the future?

For example, if we successfully implement the virtual assistant for the Technical Support Service, around one third of our employees – in other words, approximately 300 people – will benefit directly. This assistant will provide quick and accurate answers to operators, improving their efficiency and reducing their dependence on third-party knowledge.

### Is there a risk that AI will replace workers at GH?

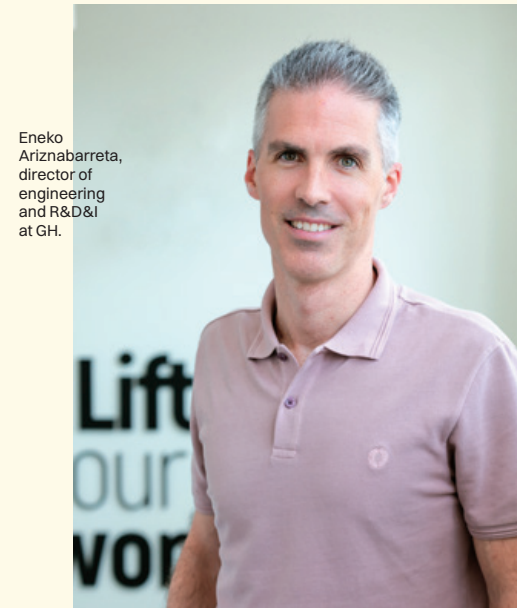
Although AI is transforming the work environment, we believe that it will complement human skills rather than replacing them. Currently, the information provided by AI always requires supervision to ensure its accuracy. At the moment, we can't completely trust AI to operate autonomously without human validation.

### Does GH currently have AI expert profiles, or do you think it will need them in the future?

We don't currently have profiles dedicated exclusively to AI, although we do have employees with advanced knowledge in this area. In addition, we collaborate with external partners to complement our capabilities. In our specific sector, we don't foresee the need for highly trained AI specialists, but we do consider it crucial that our staff are trained and prepared to use these technologies effectively.

### How long until we see AI fully integrated into cranes?

A full integration of AI into cranes is still some time away. Safety is a critical aspect, because if a system is learning and modifying its behaviour over time, how safe will it be? To what extent can it be granted a safety certificate? The industry at large is debating how to certify the reliability of AI systems, and until this is resolved, the full implementation of AI in our cranes will remain a long-term goal.



Eneko Ariznabarreta,  
director of  
engineering  
and R&D&I  
at GH.



# OUR SIX INNOVATIVE AI-POWERED PROJECTS

At GH Cranes & Components, we are developing a series of innovative projects to integrate artificial intelligence into our processes and products, with the aim of improving efficiency, safety and competitiveness. Below we describe the six main projects we are currently working on.

## PROJECT 1



### AUTOMATIC INVOICE MANAGEMENT

The first project focuses on automating the invoice management process using AI. This system aims to read invoices in PDF format and automatically extract the necessary data for accounting. This project will greatly benefit the administration department, which handles more than 3,000 invoices per month, by optimising processes and improving overall efficiency. Preliminary results are promising, and the challenge now is to integrate the information obtained with AI into the invoice management process to increase efficiency.

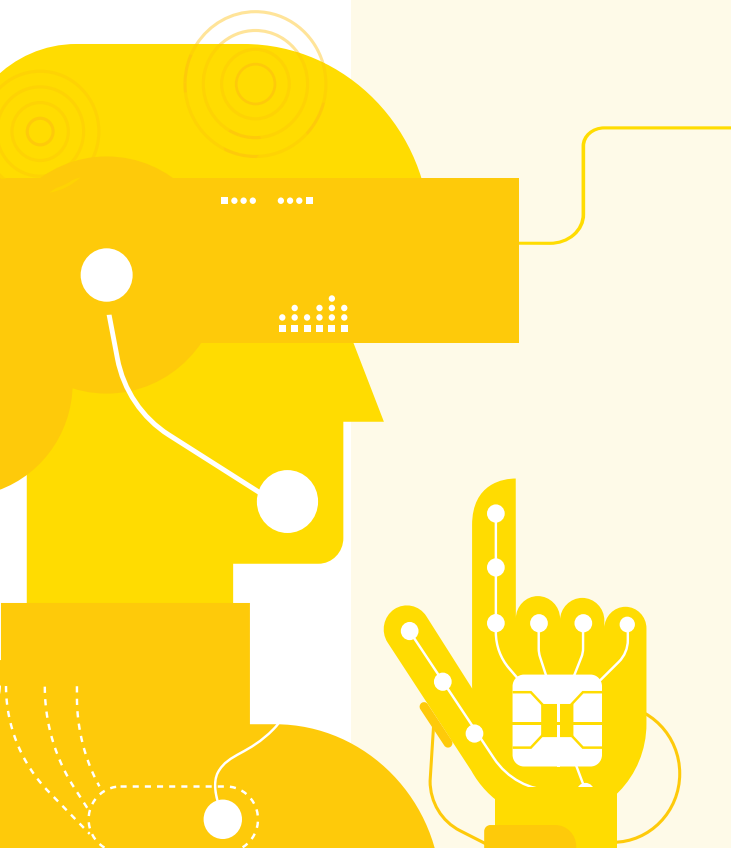
## PROJECT 2



### VIRTUAL ASSISTANT FOR THE TECHNICAL SUPPORT SERVICE

The second project uses the power of generative AI to develop a virtual assistant that will support the GH operators in troubleshooting and commissioning cranes. This assistant will be able to respond to queries via voice and text, providing accurate answers based on the company's extensive technical documentation. Although the project faces significant challenges in terms of confidentiality and information security, initial tests have shown positive results. The ultimate goal is to optimise the productivity of the maintenance team.

“At the moment, we can't completely trust AI to operate autonomously without human validation”



## PROJECT 3



### PREDICTION OF QUOTATION CONVERSION

The third project uses data from the GH global CRM system to predict which quotations will be converted into orders. This predictive capability will enable the company to better plan production and adapt production resources accordingly. Although the project has taken time, it is currently in its final phase and the results indicate that AI can predict quotation conversion with high accuracy, primarily benefiting business and production managers. In addition, it has provided valuable insights into the variables that influence order conversions.

“A full integration of AI into cranes is still some time away”

## PROJECT 4



### PROGRAMMING ASSISTANCE

Although not a project in itself, it is worth highlighting the importance that generative AI is acquiring in the generation of source code for application development. Currently, tools such as ChatGPT and Copilot are proving highly beneficial for GH developers, as they allow them to access innovative ideas and speed up the software development process. These tools not only improve efficiency, but also empower the creativity of programmers, helping them solve complex problems faster and more effectively.

## PROJECT 5



### OBJECT IDENTIFICATION USING COMPUTER VISION

The fifth project focuses on integrating AI into our end products. It seeks to use machine vision to identify the position of objects, such as coils, in order to improve the safety and efficiency of our automatic cranes. This project is now complete and ready to be brought to the market. In fact, it has already proven its effectiveness with one customer. This is a novel solution that very few companies in the world offer.

## PROJECT 6



### PEOPLE DETECTION USING COMPUTER VISION

The sixth project aims to use machine vision to improve safety in the working areas of our cranes. The system will identify the presence of people near the cranes and issue alerts or stop the operation if necessary, preventing accidents and ensuring the safety of the operators. Although this project is in the pilot phase and has not yet been commercialised, initial results are encouraging. The next phase will involve testing in less favourable environments, such as outdoors and locations with a lot of dust.



“I BELIEVE THAT  
AI IS ONE OF  
THE GREATEST  
REVOLUTIONS  
OF OUR ERA”



JOSU BILBAO

Director of the  
Artificial Intelligence  
Unit at IKERLAN

When artificial intelligence began to gain prominence, GH did not hesitate to turn to **IKERLAN**, its trusted technology partner. This centre has a solid track record and a team of top-level professionals, including **JOSU BILBAO**, director of the Digital Technologies and Artificial Intelligence Unit.



Josu Bilbao in  
the Artificial  
Intelligence  
laboratory at  
Ikerlan.

**At GH News we decided to interview him to get his views on the impact of AI, the challenges it poses and how companies should adapt to this technological revolution.**

**AI has become a hot topic in recent years, but how long has this technology been around?**

Although Artificial Intelligence is on everyone's lips today, it is a technology, or field of expertise, that has been in development for decades. AI as such was first talked about as early as the 1950s. However, over the years, AI has had its ups and downs, what we call "technology winters", periods when market expectations were not met and development slowed down. Now, however, we are in a new AI "spring".

**In your opinion, what has driven the resurgence of AI in recent years?**

I believe that AI is one of the greatest revolutions of our era, and this is due to the convergence of several factors that have made its recent emergence possible.

Firstly, thanks to the development of Industry 4.0 (where companies like GH have played an important role) we have products and processes that generate and capture crucial data for training AI models. In addition, we now have access to hardware capable of training and querying complex AI models, something that was virtually unattainable just a few years ago. And finally, AI itself has evolved with the emergence of new architectures, such as Transformers, which have given rise to the now popular Large Language Models (LLMs). In short, this confluence of factors has created an unprecedented scenario that is driving Artificial Intelligence in an extraordinary way.

**Despite this, do you think there is still scepticism within the scientific and technological community? What would you say to the sceptics?**

At centres like IKERLAN, where we all have an affinity for technology, we tend to view the potential of AI with optimism, but there is no doubt that areas such as ethics, transparency, reliability and responsibility still require a huge amount of work to accompany the peak of AI development.

Scepticism comes with any new revolution. Fifty years ago, the philosophical currents of the time were also concerned about the risks of what they then called "cybernetics". Part of society feared that it would be the main threat to humanity. In the coming years we will have to take firm steps from different sections of society. Experts from the fields of technology and the humanities will have to work synergistically to explore the benefits and risks that need to be considered.

That said, it is true that some senior researchers, especially those who have lived through the AI "winters" mentioned above, tend to be more cautious about the momentum and evolutionary optimism that seems to be reflected in the media lately. In any case, I believe that AI is here to stay and that it will transform our lives significantly, which will require us to adapt.

**"The GH management has shown outstanding sensitivity to technological trends"**

**What is your main advice to companies wishing to adapt to this new reality?**

The most important thing is not to look the other way. It is essential that companies analyse both the opportunities and risks of AI from the highest levels of the organisation, such as management committees. In my view, ignoring this technological revolution could be a costly mistake.

To integrate AI effectively, it's essential to understand how it can be applied strategically within the company. In this regard, open innovation models, such as the collaboration between GH and IKERLAN, are key to integrating the necessary knowledge and responding to the challenges of AI.

**As for GH, how do you see the company's positioning in the field of AI?**

GH has great potential in this field, especially because it has already taken important steps in data capture and the integration of advanced technological solutions. The GH management has shown outstanding sensitivity to technological trends, which will enable them to integrate AI into their products and processes effectively. In the future, we're likely to see GH developing cranes and other products with a higher degree of autonomy and decision-making capabilities thanks to AI.

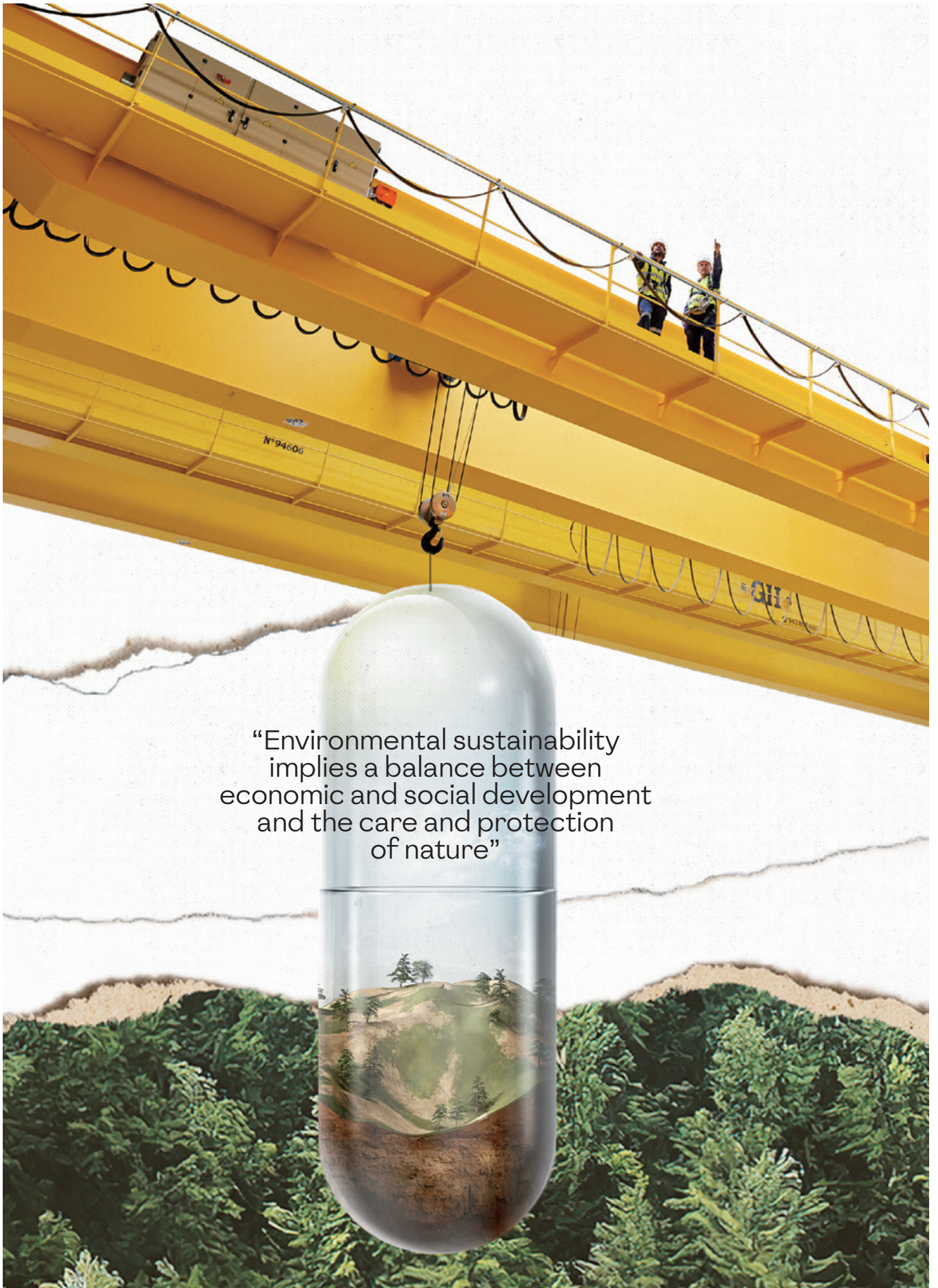
**Speaking of decision-making, do you see this as one of the critical points in the development of this technology?**

Absolutely. One of the main challenges is to make AI reliable, especially when it starts to make critical decisions on its own. This requires systems to be auditable, and the ability to understand how and why certain decisions are made. In Europe, there is a considerable focus on ethics, which in some cases may slow down development, but ensures that technological solutions are safe and ethical.

**Finally, will this revolution you are talking about be gradual or is it closer than it seems?**

The transformation will be gradual, but profound. AI will become more and more naturally integrated into our lives. On a societal level, we'll see major changes in the coming decades, both in the labour market and in our daily interaction with technology. It will be a process of adaptation, but I'm convinced that it will bring further progress.





“Environmental sustainability  
implies a balance between  
economic and social development  
and the care and protection  
of nature”

# “GH IS TAKING IMPORTANT STEPS TO MAKE ITS **BUSINESS MODEL ENVIRONMENTALLY FRIENDLY**”

A Technical Engineer in the Forestry and Paper Industry with a master's degree in Environmental Management, throughout her outstanding professional career Irantzu Larrea has held key roles in **prevention, the environment and quality**. In 2020 she joined GH with the clear objective of achieving ISO 14001, an international standard that establishes the requirements for an effective environmental management system. “More than a point of arrival, this certification is a **starting point for environmental sustainability**,” she explains.

## What is your role at GH? What functions do you perform?

In 2020, GH set itself the goal of becoming ISO 14001 certified and I was entrusted with its implementation. With my experience in environmental matters, I felt that I could achieve the objectives set by the company and obtain certification in a year, but it was particularly hard because it was a year marked by the pandemic. We achieved it in March 2021.

## What motivated GH to achieve ISO 14001 in such a short time?

The company had to start becoming more sustainable both internally and externally. First, it had been identified that GH had to comply with the legal environmental requirements defined to meet customer demands. And second, this certification would allow us to be more competitive in tenders, as well as to win new customers and consolidate our presence with existing customers. The implementation and certification of the different standards helps the company to carry out different functions with a defined system.

## When you say that GH had to be more sustainable externally and internally, what do you mean?

In discussions in companies, sustainability has always been associated with environmental issues, but the reality is that environmental sustainability implies a balance between economic and social development and the care and protection of nature. In other words,



  
IRANTZU LARREA

Environmental technician at GH

organisations must protect the environment and respond to changing environmental conditions, in balance with socio-economic needs. To do this, they must contribute to sustainable development through different options with a life-cycle perspective.

## What does this perspective consist of?

The life cycle is understood as the consecutive and interrelated stages of a product system, from the acquisition of raw materials to final disposal. This concept is also understood as “from the cradle to the grave”.

## Could you give us an example of a sustainability initiative that you have recently implemented in the company?

At MECALSA, photovoltaic installations have been carried out and air conditioning equipment has been replaced. In another workshop at GUEMA, conventional lighting has been replaced with LED lights. All of these initiatives aim to reduce purchased energy and CO<sup>2</sup>, as well as the use of clean energy.

## How does the company measure the impact of this type of sustainability initiative?

The impact of environmental initiatives is measured through annually defined indicators derived from the company's objectives. GH is also in the process of preparing a sustainability report in which different indicators will be established based on social, economic and environmental aspects that will measure the sustainability impact. In addition, the annual calculation of the



With the help of the R&D&I Management Unit, Irantzu Larrea is working on defining an action plan to reduce GH's carbon footprint.



carbon footprint measures the impact of the organisation's greenhouse gas emissions.

**Can you tell us about any future projects you have in mind to improve sustainability in the company?**

With the help of the R&D&I Management Unit, an idea is being promoted to define an Action Plan for reducing the Carbon Footprint, in order to establish a roadmap defining the actions to be carried out in the coming years to reduce CO<sup>2</sup> emissions. The intention is to form a work team in which different management and business units intervene.

**How does GH involve its employees in sustainability initiatives?**

There are different channels. One is through the Innova portal, a platform where any employee can propose an idea related to sustainability, R&D&I or prevention. Another is through committees, and communication regarding sustainability can also take place using the Iزارo employee portal.

**“Environmental sustainability implies a balance between economic and social development and the care and protection of nature”**

**How do you see the future of sustainability in the crane manufacturing industry?**

Customers, governments and society as a whole are increasingly putting pressure on companies to place sustainability at the centre of their strategy and business models. For this reason, crane manufacturing companies must also integrate sustainability into their models and establish the measures they can take to adopt a more sustainable business approach.

**What motivates you personally to continue working on sustainability and what do you hope to achieve in the future?**

Sustainability as a strategy in companies is now a fact and is becoming increasingly important. GH has a wide range of motivating opportunities in its business model to become more sustainable, that is, to achieve the best possible balance between the environment, society and the economy, and to align itself with the 2030 agenda.



# STRONG COMMITMENT TO THE ENVIRONMENT

GH has taken important steps towards environmental sustainability with a strategic approach in three key phases. By obtaining ISO 14001 certification in 2021, implementing a circular economy project in 2022, and calculating and verifying its carbon footprint in 2023, the company has demonstrated a strong commitment

to the environment. This comprehensive approach not only seeks to protect the environment, but also to balance socio-economic needs, thus improving competitiveness and promoting long-term sustainable development.

## PHASE 1

### ISO 14001 ENVIRONMENTAL MANAGEMENT IMPLEMENTATION AND CERTIFICATION

In response to customer and regulatory demands, GH set out to certify its environmental management system under the ISO 14001 standard. This standard provides a framework to protect the environment and promote sustainable development, engaging all levels of the organisation under the leadership of senior management. In March 2021, GH obtained ISO14001 certification.



2020-2021

## PHASE 2

### CIRCULAR ECONOMY PROJECT

GH participated in the Steelworks Future Circular SMEs project, which focuses on the circular economy, a model that prolongs the value of products and resources by reincorporating materials into the production cycle. An internal team was created to identify opportunities in seven circular strategies. The project resulted in a roadmap with actions in three key areas: Advanced Services, Eco-design and Operational Efficiency. In the short term, GH is focusing on inspection and maintenance services, improvements in resource consumption and energy efficiency.



2022

## PHASE 3

### CARBON FOOTPRINT CALCULATION



As part of its environmental policy, GH has committed to reducing greenhouse gases. It calculated its Carbon Footprint (CF) for the years 2021 and 2022, verifying this in 2023 under the ISO14064-1 standard. The calculation was registered with the Climate Change Office, obtaining formal "Calculation" approval.




2023

## GH'S MAIN CHALLENGES IN SUSTAINABILITY

According to Irantzu Larrea, GH faces important challenges in sustainability, focusing on the environment, governance and social responsibility:

-  **WOMEN'S EMPOWERMENT AND GENDER EQUALITY.** GH has an equality plan for women and men in which it has set objectives and an action plan to achieve them.
-  **FACILITATE, STRENGTHEN AND ENABLE LAWFUL AND ETHICAL BEHAVIOUR.** GH has a manual of conduct.

-  **GOVERNANCE FOR PEACEFUL, FAIR AND INCLUSIVE SOCIETIES AND KEEPING PEOPLE OUT OF POVERTY.** GH has policies with commitments to corporate social responsibility and human rights and working conditions.
-  **IMPLEMENT A CIRCULAR ECONOMY.** Carry out the tasks on the roadmap set out in the project developed by GH.
-  **CLEAN ENERGY.** Implementation of actions to reduce consumption and CO<sup>2</sup> emissions from purchased energy.





## A NEW PHASE FOR GH NEWS

I am very excited to present this new issue of GH News magazine and to announce the start of a new phase that not only reflects the way we work, but also the way we want to share who we are as a company.

The new GH News you are reading is a completely revamped magazine, with a modern, dynamic and more up-to-date design.

This change responds to the need to adapt to the times, but, above all, to better connect with each and every one of you: employees, customers and partners, who are part of this great global family.

In addition to the new appearance, we have expanded and updated the content, focusing especially on the people who make up GH.

  
GARBIÑE GUERRA

Director of Marketing  
and Communications

We want to tell their stories, highlight their achievements and acknowledge the diversity that defines us as a company. With a worldwide presence, GH is a heterogeneous and plural organisation, full of talent and unique experiences, and we believe it is time for the different voices to be heard more clearly.

In this new phase, our magazine aims to be an authentic reflection of who we are: a company that values its people, that drives innovation and that is committed to the future, always based on responsibility and commitment.

## THIS IS GH

The new audiovisual project “this is GH” is now available in Gure Artean.

This is in the form of a miniseries which, in its five episodes, aims to familiarise new people joining GH with the history and values of the company, as well as its business, market and management units and the key functions they perform. Each episode features various people who are part of GH, who recount their experiences and share important information about the company.



## NEW MANAGING DIRECTOR FOR GH SPAIN AND PORTUGAL



In September, Urko Iguñiz took over as the new managing director of GH for Spain and Portugal. With a solid background in Business Administration and Management, complemented by an international MBA, Urko has extensive experience in the industrial sector, especially in general management roles. His arrival represents a strategic boost for the company in these markets.

## KRZYSZTOF SALA TAKES THE REINS AT GH POLAND



Krzysztof Sala has been appointed as the new managing director of GH Poland. With an outstanding track record in the industry and an innovative approach to management, Sala will bring his experience and leadership to the task of driving the continued growth of the Market Unit. Under his leadership, GH Poland will continue to develop dynamically, opening the way for new projects and achieving ambitious goals.

## 20 YEARS WITH US

The successful track record of our market unit in Portugal would not have been possible without the commitment of the staff, many of whom have been with us from the beginning. For this reason, we wanted to dedicate a few lines in GH News to pay tribute to seven GH Portugal employees who have spent more than twenty years with us.





# LATEST PROJECTS

## USA



**Product:** Industrial automotive gantry crane

**Sector:** Manufacturers for the energy sector

**Customer:** Tomball Controls

## MEXICO

**Product:** Industrial jib crane

**Sector:** Iron and steel

**Customer:** Frisa Forjados



## SPAIN

**Product:** Bridge crane

**Sector:** Iron and steel

**Customer:** Arcelor Mittal



USA

Mexico

Panama

## PANAMA

**Product:** Double girder semi-gantry crane

**Sector:** Mining

**Customer:** Minera Panamá



# UNITED KINGDOM



<b>Product:</b> Bridge crane
<b>Sector:</b> Construction
<b>Customer:</b> Chesterfield Cranes / Hitachi Construction Machinery

# NORWAY

<b>Product:</b> Bridge crane
<b>Sector:</b> Hydroelectric power
<b>Customer:</b> Hafslund As



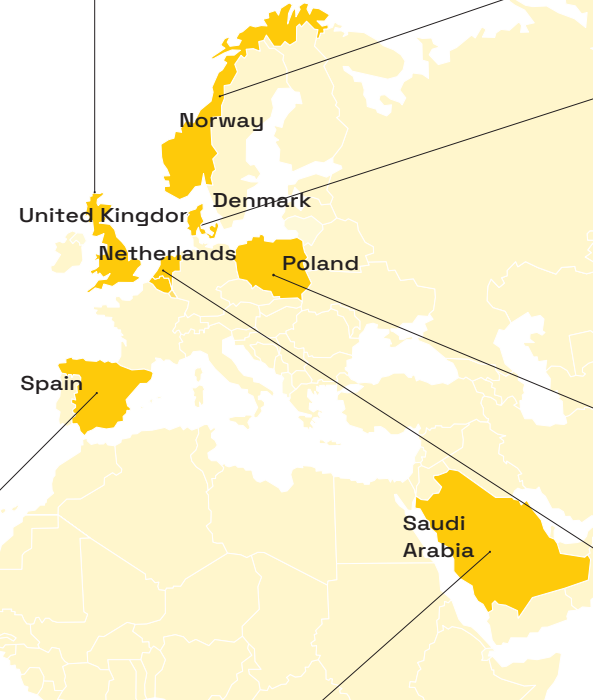
# DENMARK

<b>Product:</b> Bridge crane
<b>Sector:</b> Public Works
<b>Customer:</b> Femern Link Contractors (FLC)



# POLAND

<b>Product:</b> 16 bridge cranes
<b>Sector:</b> Production & Logistic Centre
<b>Customer:</b> Delta Dobra Novina



# SAUDI ARABIA

<b>Product:</b> Bridge crane
<b>Sector:</b> Iron and steel
<b>Customer:</b> Moder Solutions Metal Company



# NETHERLANDS

<b>Product:</b> Gantry crane
<b>Sector:</b> Precast
<b>Customer:</b> Voorbij Prefab



# FABRICACION DE POLIPASTOS Y GRUAS



**BEASAIN**

(GUIPÚZCOA)

 **886550-5100**  
**Telex-36672 GHGHE**

Born in the Olea farmhouse in Ormaiztegui, the Guerra brothers began their professional career in 1952 repairing and manufacturing radios, washing machines and trucks.

Their desire to excel soon led them to manufacture electric power tillers and from there they made the leap to hoists and cranes, becoming a point of reference in Gipuzkoa.

Today, the company is a leader in the sector.

**· GH ·**  
CRANES & COMPONENTS