



# GH'News

NEW OPPORTUNITIES  
AND MAXIMUM  
COMPETITIVENESS

December 2025 **#24**

UNITED STATES. New production plant in Texas / SAUDI ARABIA. Evolution, challenges, and objectives in a country undergoing transformation / BAKAIKU. 50 years of history / WOMEN IN INDUSTRY. The value of diversity / NEW GH DEVELOPMENTS. CoreBox 2.0 and cranes with Smart Features.

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# GH NEWS

# #24



JOSÉ ANTONIO GUERRA  
CEO of the GH Group

At GH, each edition of our magazine gives us an opportunity to pause, look at what we have achieved, and project ourselves into the future with determination. This issue is especially meaningful, as it reflects the moment of transformation we are experiencing as a global industrial group.

We celebrate milestones that mark our history and reinforce our commitment to growth. The opening of our new plant in Texas strengthens our presence in the United States, a strategic market where we have spent more than two decades building strong relationships and delivering high-value industrial lifting solutions. In today's complex global context, we cannot overlook the challenges posed by recent tariff policies in the United States. The imposition of new duties on imports introduces a level of uncertainty that could impact the competitiveness of our new Texas facility. At GH, we remain attentive to how this landscape evolves, reinforcing our local capabilities and adapting our strategies to ensure the continuity and efficiency of our operations.

## EDITORIAL

# MOVING FORWARD INTO THE FUTURE

Our expansion in Saudi Arabia reaffirms that internationalization is more than a strategy—it's a conviction. Being close to our customers, understanding their needs, and supporting them in their challenges is part of who we are. We are also celebrating the 50th anniversary of our Bakaiku factory, a symbol of our roots and our collective effort. This celebration

not only honors our past but also reaffirms our commitment to people, to our community, and to innovation.

In this issue, we also share technological advances that position us at the forefront of our industry—from the development of CoreBox 2.0 to new smart features that make our cranes safer, more efficient, and more connected.

As a result of this progress in the market, we have conducted a reflection on our brand that has led to a new positioning and an evolution of our graphic identity—which is now a reality in this magazine you are holding in your hands.

We also highlight the importance of equality and diversity. The voices of our colleagues across different countries and departments remind us that talent has no gender, and that building a more inclusive industry is a responsibility we all share.

Thank you for continuing to be part of this journey. Let us keep moving forward with the commitment and vision that have brought us this far.

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# GH IN THE WORLD

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## GH USA

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With more than two decades of experience in the United States, GH is strengthening its presence in the country with the opening of a **new production plant**, a key step in its international growth strategy. The company is therefore reinforcing its **commitment to the North American market**, focusing on innovation and customer proximity.

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UNITED STATES  
IN FIGURES

- Population: 340 million
- Surface area: 9,831,510 km<sup>2</sup>
- Total GDP: 29.12 trillion USD
- The world's largest economy by GDP volume

GH USA

- Location: Terrell (Texas)
- Employees: 85
- Built area: 6,500 m<sup>2</sup>



“THANKS TO THE  
NEW PLANT IN  
TEXAS WE’RE  
MUCH MORE  
COMPETITIVE”



SERGIO ROBLEDO

General manager of  
GH Cranes & Components USA

Sergio Robledo at GH's new  
production plant in Texas. The  
United States is the second most  
important market for GH Cranes  
& Components, after Spain.



The general manager of  
GH USA analyses  
the challenges and  
opportunities of this new  
phase, the role of the local  
team, and the evolution  
of the US industrial market.

**What does the opening of this new plant in Texas mean for GH USA?**

After several years of growth in the market, we had space constraints and we wanted to make a technical leap by incorporating more modern production processes and machinery. The new facilities expand our production capacity, which allows us to continue growing, be more efficient, and serve our customers better. It's a major challenge but also a great opportunity.

**And within the GH Group as a whole?**

It's a very significant investment that reflects the GH Group's confidence in the local team and in the potential of the US market. A new phase now begins in which we must consolidate growth and recoup the investment.

**Beyond production capacity, what advances does this factory incorporate in terms of technology, sustainability or digitalisation?**

The new plant has been designed following energy efficiency, automation, and connectivity criteria. It integrates monitoring systems, robotic welding processes, and management tools that enable real-time production control. For example, all our cranes are equipped with GH's RealTime monitoring system.

**What role will this new plant play in the strategy to serve and build closer ties with US customers?**

This investment strengthens our presence and commitment to the country. We're convinced that it will improve our image and competitiveness. By increasing our responsiveness, we will be able to offer a more agile service that is in line with market expectations.

**GH has been consolidating its presence in the US for more than two decades.**

**What moments have been the most important in its evolution?**

I was not involved in GH's early days in the United States, but, as with all our implementations, a key point was when we decided to have a permanent inventory of components and spare parts specific to this market in the early 2000s.

In 2014, we built our first warehouse in Illinois, leaving the rented space where we had been operating. A year later, in 2015, we acquired one of our distributors, F&G, which allowed us to move from being a supplier of components to other crane manufacturers to working directly with end customers. The construction of the new plant is, without doubt, the most recent major milestone in this evolution.

**And the main challenges or problems you've had to face?**

We've faced challenges of all kinds, from the different expectations of the customers in the US — more demanding in terms of deadlines and service — to attracting and retaining local talent, which remains a critical point.

**What opportunities does the US currently offer for European industrial companies?**

The United States is a very dynamic market, with a clear commitment to reindustrialisation. Policies are currently being promoted to encourage production within the country, which creates opportunities for companies committed to having a local presence.

**And what would you say are the main barriers or challenges that still persist?**

Local competition is strong and well established. In addition, it's essential to understand and comply with the specific regulations of each state, which requires adaptation and knowledge of the local requirements.

**How would you describe the evolution of trade relations between Spain and the United States over the last decade?**

Trade relations have been positive and beneficial for both parties, although traditionally with a trade balance in favor of the United States.

**And at the moment, with tariffs, for example?**

We're going through a complex period in terms of tariffs, which undoubtedly affects us. We don't know whether it'll be something temporary or a new reality to which we'll have to adapt permanently.

**At the time, GH made a clear commitment to having a local presence. Why is this step so important for establishing a brand in the US?**

Exterior of the new factory, which has 6,500 square metres of production and office space.



It's not something exclusive to the United States. If you really want to reach the end customer, it's essential to have a local production facility, an in-house technical support team, and a permanent inventory of spare parts. Customers in the US need to feel that we are a local and accessible company. What's more, we must fight against certain stereotypes, such as the idea that in Spain there are a lot of public holidays and time off.

**What sets the US customer apart from other markets where GH operates?**

Customers in the US value immediacy and reliability in service above all else. They have very little tolerance for delays and demand quick and effective responses.

**How important is the United States within the group as a whole today, and what are the expectations for the coming years?**

Currently, the United States is GH's second-largest market after Spain. We expect to continue growing and, in the coming years, to account for an increasingly larger share of the group's business.

**How do you manage the balance between the group's global identity and the autonomy of the US team?**

It is based on trust and alignment of values. We maintain the essence of GH as a group, but we adapt our processes and working style to the reality of the local market.

**What values or principles of GH Cranes & Components would you say connect best with the American mindset?**

Customer focus, a culture of hard work, and the robustness and reliability of our equipment are values that fit perfectly with the US customer's way of thinking.

**How do you rate the achievement of ISO 9001 certification in 2024? What has it meant in terms of the factory's development?**

We had been working according to the standard's principles for years, but without holding the official certification. Obtaining it has been a recognition of the team's effort and a confirmation of our commitment to quality and continuous improvement.

**Looking to the future, what is your greatest challenge as general manager of GH Cranes USA?**

To build the team that will support us in this new phase of growth.



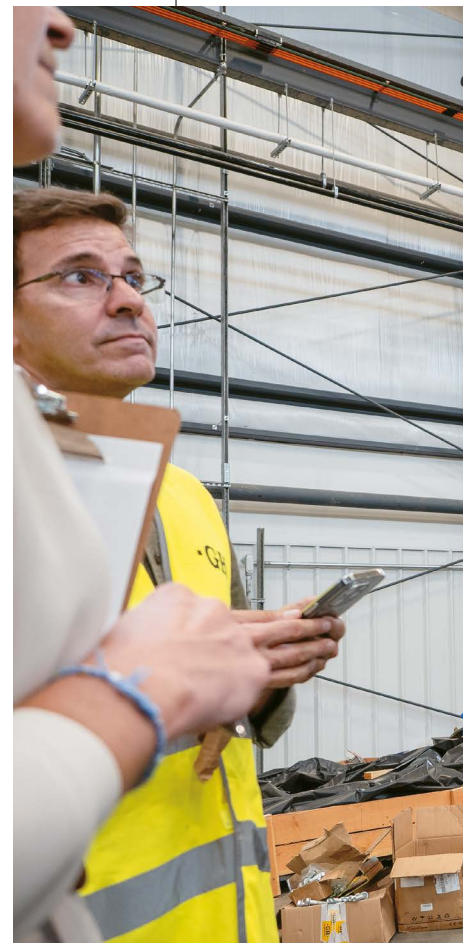
Vince Avirett, Quality Manager at GH USA.

Atena Parvasi, Operations Manager at GH USA.

The new plant makes it possible to significantly expand production capacity and be more efficient.



Sergio Robledo meets with some of the leaders, including Robert Lester and Joseph Naylor, featured on the cover. Building a strong, cohesive team is one of the subsidiary's key challenges.



**If you had to define the mark GH wants to leave on the North American market in one sentence, what would it be?**

We want to be recognised as a reliable, approachable company committed to excellence in lifting solutions. At GH, we deliver on our promises.

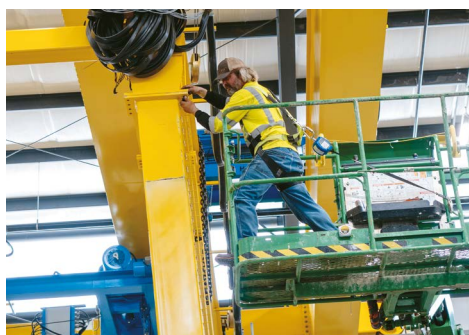


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## SERGIO ROBLEDO

### 25 YEARS OF SERVICE AT GH

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#### IT ALL STARTED IN BRAZIL.

"I remember that conversation at the Spanish Trade Office in São Paulo with Víctor Guerra. I must've been about 26 at the time and, to be honest, I'd never even heard the word 'hoist'. That's how I started at GH, in 2001, with just a laptop and a mobile phone. The project grew and, in 2015, when I moved to the United States, we had a team of over 80 people."

**COMMITMENT.** "GH has given me a lot on a professional level. It has offered me stability but also constant challenges. I've had the freedom and autonomy to forge my own path. I'm grateful for the trust that the GH family has placed in me over all these years."

**UNITED STATES.** "Working in the United States is, without a doubt, proving to be an enriching experience. I won't hide the fact that it was tough at first, but little by little everything is improving. It's often said that 'in the US, you live to work' and, to a large extent, that's true."



**THE TEAM.** "None of what we're achieving would be possible without the team we're building. I won't mention names so as not to leave anyone out, but the dedication and commitment I see around me are truly remarkable. I also want to take this opportunity to remember those who are no longer with us, especially Gene Garrett and Tim Marshall."

# GH'S HISTORY

in one of the world's most competitive markets.

The history of GH in the United States is an example of long-term vision, strategic alliances, and sustained growth. From its first steps in the early 2000s, with the collaboration of local distributors such as F&G Industries, to its current consolidation with its own plant and international certifications, GH's journey in the North American market reflects its commitment to innovation, quality, and service.

This journey illustrates how a firm commitment to being close to customers and technology transfer has enabled GH to become a reference point in the sector in the world's leading economy.

## 2000

GH decides to make inroads into the US market and does so with the help of several local distributors.

At that time, GH's Area Manager was **Lander Guibelalde**. He was later succeeded by **Carlos Aguirre**, and then by **Juan Agirre**.

## 2005

GH rents a small facility near **Chicago** to begin working in the US market with a small inventory of components. The strategy is to collaborate with distributors who have extensive knowledge of the crane market, with their own production facilities, to manufacture the girders themselves and sell the complete crane to the end customer.

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### IN MEMORIAM



**Gene Garrett**, founder of F&G Industries in Terrell (Texas).

**Tim Marshall**, Operations Manager at GH Cranes & Components USA.

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# 2014

In the north of the USA. GH makes a new investment in **Frankfort, Illinois**, very close to its facilities, to reinforce its firm commitment to the US market. The 1,200-square-metre building will be home to the spare parts business, lifting equipment, and after-sales service for the entire country.

Heading this project is **John O'Toole**, who has been promoting GH's US project for over ten years. John was joined by **Alex Guerra** for a few months to strengthen the customer service and after-sales side of the operation.



In the south of the USA. F&G and GH decide to launch a joint business project to sell directly to end users in all the southern states in a first stage, and across the whole country afterwards.

GH makes a major technology transfer to F&G, enabling it to improve its production methods and manufacturing resources at its facilities in Terrell.

This partnership marks a first step towards tackling the US market with a high-performance, competitive product and a strong service focus.

# 2017

The company name is changed from **F&G Industries** to **GH Cranes & Components USA**.



F&G Industries.



GH Cranes & Components USA.

# 2019

Talks begin with Terrell City Council to **relocate the factory**.



# 2020

GH acquires the remaining stake in **F&G** from the **Garrett** family.

# 2022

A formal agreement is reached with the City Council. Procedures begin for the construction of the new building in Terrell's industrial district.

# 2024

ISO 9001 certification is obtained, the world's most widely used standard for quality management.

# 2025

Opening of a **new plant**, very close to the former factory.



# GH ARABIA

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Saudi Arabia is undergoing a genuine economic and social transformation. A country historically linked to oil, but now committed to **diversifying its future** with mega projects in **infrastructure, technology, and tourism**.

The driving force behind this transformation is the ambitious **Vision 2030 Plan**, through which the country seeks to reduce its dependence on hydrocarbons, boost industrialisation, and strengthen sectors such as logistics, construction, renewable energies, and infrastructure.

Registered in the Guinness Book of World Records, the largest mirror building in the world is located in the Al-Ula desert in Saudi Arabia. **Maraya Concert Hall** has been created to host concerts and has required a colossal investment. It forms part of a governmental programme aimed at transforming the region into a living museum.

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The **Vision 2030 Plan** includes some of the most ambitious strategic projects on the planet:

\_ **Neom** : a futuristic city covering more than 26,000 km<sup>2</sup> that includes initiatives such as *The Line* (a linear city of 170 km without cars), *Oxagon* (a floating industrial port city), and *Trojena* (a ski resort in the middle of the desert mountains).

\_ **Qiddiya**: the city of entertainment, sport, and culture, with theme parks, a Formula 1 circuit and unique attractions such as the first *Dragon Ball* theme park.

\_ **Jeddah Central**: a 20-billion-dollar plan to transform the centre of Jeddah with residential areas, cultural zones, a stadium, an opera house, an aquarium, and a museum.

\_ **Riyadh Metro**: an innovative underground and overground public transport system with six lines, 176 km, and more than 85 stations.

\_ **Jafurah Gas Field**: a mega energy project with an investment of 110 billion dollars, scheduled for full production between 2027 and 2030, which will supply gas for domestic consumption and the petrochemical industry.

All these developments represent a great present and future opportunity for the lifting sector. They require heavy infrastructure, large-scale civil works, and high precision industrial equipment. Bridge cranes, gantry cranes and lifting systems in general become key pieces to make projects of this magnitude a reality.



## GH IN SAUDI ARABIA, SUPPORTING A COUNTRY IN TRANSFORMATION

### IN FIGURES

POPULATION: 36.9 million

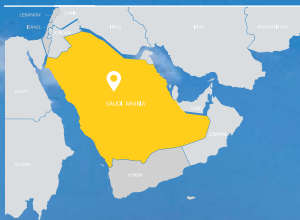
SURFACE AREA:

2,149,690 Km<sup>2</sup>

Nominal GDP:

1.003 trillion euros

19th largest economy  
in the world



### GH ARABIA

#### Locations:

Dammam (warehouse and offices) Jeddah (corporate office)

No. of employees: 85

Year of establishment:  
2024

### DID YOU KNOW? SAUDI ARABIA IN FOUR INTERESTING FACTS

**1\_ It is the birthplace of Islam:** Saudi Arabia is home to the two holiest cities of this religion: Mecca, where the prophet Muhammad was born and received his first revelations, and Medina, where he established the first Muslim community and was buried.

**2\_ There are no permanent rivers or lakes:** Saudi Arabia relies on advanced technological solutions to supply water to its population. With a daily production of 9.7 million cubic metres of desalinated water, the country is a world leader in this process.

**3\_ It plans to build the tallest tower in the world:** Jeddah Tower is expected to reach a height of 1,000 metres when it opens. It will have 167 floors and 59 lifts. To adapt to the desert climate, the building will be oriented so that none of its façades receives direct sunlight.

**4\_ A target has been set to plant ten billion trees:** Under the umbrella of the Saudi Green Initiative (SGI), this strategy seeks to combat climate change, rehabilitate ecosystems, and transform the country's energy mix. Millions of trees have already been planted in cities such as Riyadh. This effort represents around 5% of the global reforestation target.

## TESTIMONIALS FROM GH ARABIA'S MANAGEMENT TEAM

Omar Javed is the head of GH Arabia. Co-founder of Etihad Cranes in 2012, a company that began as a GH distributor in the Gulf region, his role has been key in the integration and expansion of GH in Saudi Arabia and neighbouring countries. In this interview, he talks to us about the beginnings of his partnership with GH, the evolution of the regional market, and the future challenges and objectives for GH Arabia.



“GH CRANES  
ARABIA IS A  
RECOGNISED  
PLAYER  
THROUGHOUT  
THE GULF  
REGION”

Omar Javed  
General Manager  
of GH Arabia

### **How did Etihad Cranes' relationship with GH begin?**

When Fouad and I founded Etihad Cranes, we were looking for a reliable partner with a strong technical reputation. GH impressed us from the outset with its engineering expertise and customer-focused approach. We also shared similar values, which made our partnership a natural fit.

### **How has GH's presence in the region evolved thanks to this partnership?**

GH Arabia has gone from being a startup to a recognised player across the Gulf region. We have built a robust service network, made progress in localisation, and established strong relationships with key industrial customers in Saudi Arabia and neighbouring countries.

### **What do you think has been the key to success?**

GH never treated us as just a distributor, which allowed us to pursue bold initiatives locally with its total support.

### **What has this partnership contributed to your professional and personal development?**

On a personal level, this collaboration has given me lasting friendships and the feeling of being part of a global family. Professionally, it has opened doors to continuous learning and the ability to lead complex industrial projects.

### **How does the crane market in Saudi Arabia differ from other markets?**

Projects in Saudi Arabia are larger and more ambitious, driven by sectors such as oil, mining, and renewable energies. In addition, clients seek long-term partners that offer reliability, fast support, and innovative solutions, not just products.

### **How has the local team evolved since the beginning?**

Our team has evolved to become a well-structured organisation, with specialised departments in engineering, after-sales, project execution, and support. We invest in continuous training, encourage cross-functional rotation, and offer clear paths for growth.

### **What are your aims for GH Cranes Arabia in the coming years?**

We want to consolidate our position as leaders in Saudi Arabia, open new service centres, expand into neighbouring countries, and lead the transition to smart and sustainable lifting technologies. My aim is to build a resilient and future-ready organisation, with empowered local talent, strong partnerships with customers, and smooth integration with GH's global vision.

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## FOUAD KHAN

Operations Manager, GH Arabia

**“FROM DAY ONE, GH WAS A PARTNER WE TRUSTED AND THAT MOTIVATED US TO MEET THE NEEDS OF THE REGIONAL MARKET”**

Fouad Khan is one of the co-founders of Etihad Cranes and currently Operations Manager at GH Arabia. From the first contact with GH, Khan found a reliable and committed partner, which motivated him to meet the needs of the market. Managing GH's rapid growth in the region and achieving the integration of local working methods with the company's global vision have been the two major challenges he has faced over the years. He has overcome both challenges thanks to the ongoing support of the head office. He now aims to position GH Arabia as the number one crane supplier and brand in the region.



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## ROBERT BOYBANTING

Production Manager, GH Arabia

After previously working in a job related to cranes, Robert Boybanting had the opportunity to grow professionally by joining GH, where he began as a service technician and has reached the position of Production Manager. For Robert, one of GH's great strengths is its corporate culture, which encourages and supports the development of employee skills in all areas and departments. Looking to the future, he aims to become an increasingly effective manager, with greater knowledge and skills, and continue contributing value to the company.

**“CONSTANT INNOVATION HELPS US STAY AHEAD OF THE CURVE, IMPROVE QUALITY, REDUCE COSTS, AND ADAPT QUICKLY”**

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## MUHAMMED ALI

Sales Manager, GH Arabia

Muhammed Ali has grown professionally at GH, holding various roles before joining the regional management team. He currently leads a team of nine professionals who work together to offer customers a fast and personalised service. Ali points out that, in recent years, the perception of GH in Saudi Arabia has matured into that of a reliable, high-performance brand with an increasingly strong local presence. His goal is to continue expanding the customer base, strengthen local partnerships, and participate in major national projects that drive the industrial growth of the region.



**“OUR COMMITMENT BEYOND DELIVERY STRENGTHENS LONG-TERM RELATIONSHIPS AND GENERATES REPEAT BUSINESS”**



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WE ARE GH

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# 50 YEARS OF COMMITMENT TO THE PEOPLE OF BAKAIKU

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**p.18** 50 YEARS OF THE BAKAIKU PLANT

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**p.24** OUT OF THE OFFICE: MATTIN EZKURDIA AND AGUSTIN ASKARAI,  
GH OPERATORS AND LIVESTOCK FARMERS

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This year GH Cranes & Components celebrated **50 years since the founding** of its plant in the village of **Bakaiku** in Navarre. At GH, we feel part of Bakaiku because of our people, our cranes, and the times we have shared. And we also feel so because of the history that binds us to the town. We have not forgotten that it was Bakaiku City Council which, five decades ago now, opened its doors to us by facilitating access to this land in exchange for a clear commitment: to create jobs for the people of Bakaiku. An agreement which has shaped our identity ever since.

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# GH'S HISTORY IN BAKAIKU

A look back at the milestones that have transformed the Bakaiku plant into GH's factory of the future.

## 2024

### RECORD PRODUCTION AND A VISION FOR THE FUTURE

In 2024, as part of the production chain with the other plants in the Basque Autonomous Community and Navarre, 1,014 cranes were manufactured, with a weekly capacity of 27 cranes. The plant is positioning itself as "GH's factory of the future", open to customer visits and playing a central role in the group.



## 2008

### IMPACT OF THE FINANCIAL CRISIS

The 2008 crisis posed a major challenge, slowing production growth and marking a turning point for the factory.

## 80's

### DIVERSIFICATION OF PRODUCTS

In the beginning, in addition to special beams, the company manufactured shelving, forklift trucks, pallet trucks, and rotary tillers. Over time, these business lines were abandoned to focus exclusively on cranes.



## 2010-20

### STRATEGIC RESTRUCTURING

The Bakaiku plant is consolidated as the headquarters of the Spain and Portugal Market Unit.

## 90's

### FIRST MAJOR ORDER FOR SEAT

One of the first major industrial projects that marked a turning point in production was the order for cranes from the company Martorell.



## 1975

### FOUNDING AND LAND PURCHASE

On 3 July 1975, the company was incorporated, and on 23 September of that same year the purchase of the land in Bakaiku was officially recorded.



# REASONS TO CELEBRATE

On 4 July, more than 120 people attended the celebration of the 50th anniversary of GH's plant in Bakaiku, an event with which the company demonstrated its firm commitment to the region and to its social and economic environment.



Representatives of the Government of Navarre, the Gipuzkoa Business Association (Adegi), the Chamber of Commerce, Industry and Services of Navarre, and the Sakana Business Association, as well as the management of GH Cranes & Components.

José Antonio Guerra, CEO of the GH Group, highlighted the values that, as a company, have enabled the Bakaiku plant to celebrate this half a century of history: commitment, closeness, innovation and respect for their roots. "Over these 50 years, like any company, we've gone through tough times, with uncertainty and major challenges, but we knew how to interpret the world, open ourselves up to it, and find in internationalisation a way to keep moving forward without ever losing sight of our direction," he explained.

The event was attended by representatives of the Government of Navarre, the Gipuzkoa Business Association (Adegi), the Chamber of Commerce, Industry and Services of Navarre, and the Sakana Business Association, as well as representatives of GH Group itself, employees, and residents of Bakaiku.



Former GH employees, now retired, took part in a guided tour of the facilities, where they were able to see how the plant has evolved over recent decades to become an internationally renowned production centre.



Joxi Azurmendi performing an auresku, a traditional Basque dance of honour, in front of the attendees.

Bide Etxeberria and Garbiñe Guerra were the hosts of the event, which was attended by all employees of GH Cranes & Components in Bakaiku.

⌘  
ISMAEL GOIKOETXEA  
retired employee

“I built  
the GH  
factory  
in Bakaiku”

**Ismael Goikotxea**'s hands are broad, strong, and still powerful at 85 years of age. With them he helped build the Guerra brothers' factory in Bakaiku half a century ago.

He learned the value of work as a child. “With my father I learned carpentry. I later got into formwork,” he says. In his early thirties, he accepted the greatest challenge of his life: to build the GH factory in his own village. “And I was very happy to do so,” he recalls. Preparing the land was not easy: “We had to dig down as far as five metres. Water came up from the river and huge stones had to be brought from the quarry. I asked for good cement so that it wouldn't move.” With the help of some labourers from Huesca, they raised the posts for the cranes. The project lasted about a year and a half, then they built a second production hall to manufacture shelving. “We had already built industrial buildings in other towns, but this was different. This was in my town.”

The work required effort and precision. “Once we went at five in the morning to mark lines on the ground, because they said there was no wind at that time. There were no laser levels, we used a hundred-metre rope, and even so everything turned out perfectly.”

After building the factory, Ismael worked in it for decades. “I never had any problems. The Guerra brothers always treated us with respect and appreciation.” He proudly remembers his part in the works at the Bilbao Superport: “We built a top-class gantry to transport huge stones that are still there.”

Today, Ismael looks at the present fondly: “The young people from Bakaiku who work at the factory are happy, and that's good for the town.”

Thanks to people like him, GH is celebrating 50 years in Bakaiku, half a century of effort, pride, and a way of understanding work.

# 50 YEARS OF STORIES

Over half a century, a great many personal stories and professional experiences have transpired. We have collected some of them to pay tribute to all the people who have worked at our factory in Bakaiku.





## JOSÉ RAMÓN ANDA

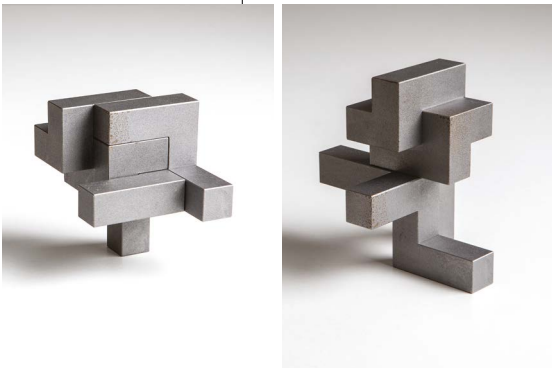
sculptor from Bakaiku

“GH’s help was essential when I was starting out”

José Ramón recalls that the first time he heard about GH was when he was training in Rome. “I used to talk on the phone with my aitas (parents) and my brothers, and we also wrote to each other. In their letters, they told me that a factory was being built in Bakaiku. Shortly after returning and setting up my workshop, I needed a crane to work on sculptures and handle weights, and they were the ones who made it for me. There are also certain sculptures, especially those of a certain size, to which I like to give a final finish with sandblasting. It was extraordinary to have, in my own town, a place where I could apply that technique.

The foreman at the time, Paco Irazustabarrena, was always very understanding towards me. He used to say things like: “Come on such and such a day, there’ll be a moment when we won’t be around...”. I remember those moments fondly; they are very much alive in my memory. For me, GH’s help was essential and I have expressed my gratitude in several catalogues of my work.”





To mark the 50th anniversary of GH's factory in Bakaiku, the Bakaiku sculptor José Ramón Anda has created a unique commemorative piece, made in collaboration with GH.



"At GH, people have never been a number." Paco Irazustabarrena



"During the 2008 crisis, many companies closed, but GH stayed strong." Pedro Barriga



### PACO IRAZUSTABARRENA

retired employee

Paco began working at GH at just 18 and retired in 2007. He spent many years working at the Bakaiku plant, where he has witnessed first-hand how a humble factory has become an international company.

"The factory today is nothing like it was in the beginning. The few of us who came here in 1975 had everything to do. And we worked till we were sick of it! I met Alejandro, Marcial, Jesús, and Vicente Guerra, the founders, and we had a very close relationship. They were always great workers and made very good decisions that allowed the company to grow. I'd also like to highlight their great kindness. At GH people have never been a number. We've always been treated very well, with warmth and respect, and I know that this continues to be the case."



### PEDRO BARRIGA

boilermaking supervisor

"GH isn't just the most important company in the town, it also contributes a lot to Navarre's industrial sector. There are small workshops in the area that work with us and to which we provide work, which means that we create jobs directly and indirectly. Working conditions at GH are very good, which is why many people want to join the company.

I think that it's a huge achievement that the plant has reached its 50th anniversary. The Guerra family, both its founders and the subsequent and current generations, have worked hard. They haven't stood still, they have sought markets abroad. During the 2008 crisis, many companies closed, but GH stayed strong thanks to its subsidiaries. That vision is what has made it possible for us to reach 50 years."



### ASIER ETXEBERRIA

production manager

"Internationalisation has been essential to maintain the level of production"

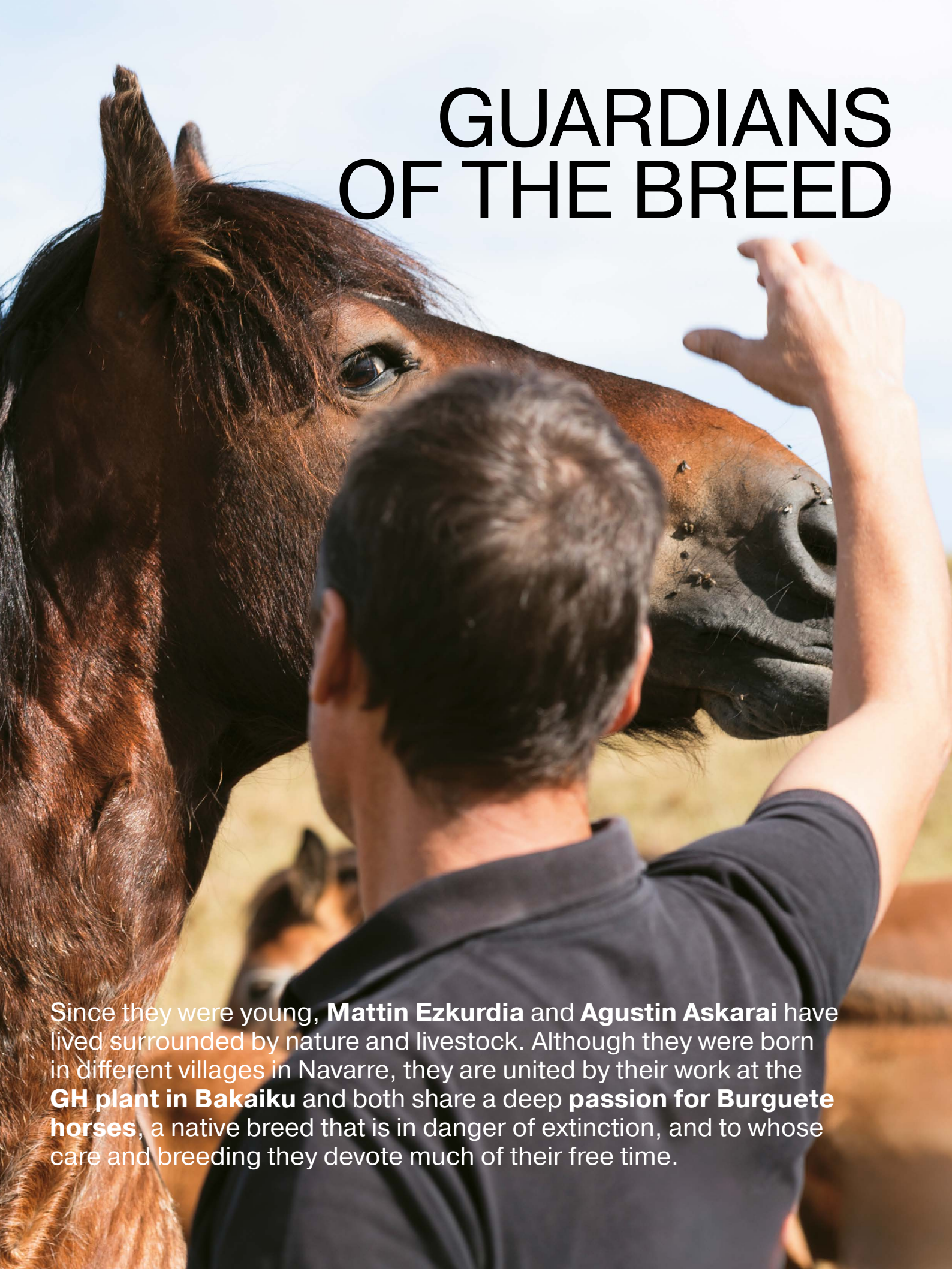


"This year marks my 25th year working at GH, and I've been at the Bakaiku plant for 17 years. The factory was already known before I joined; it had a name, and that made the excitement of starting here special. The initial interview was also different: it was held in a very family-like setting, with Fermín, José Antonio, and Víctor and Vicente Guerra. From the very first moment, there was a sense of closeness and that's something I value greatly.

When I started working in Bakaiku, there were no computers. Orders were placed by fax. Technological evolution, especially in IT, has been a great help over recent decades to make work easier and more efficient.

Our customers were from Spain, Portugal, and France. Today we work with customers from every corner of the world, which is impressive. This expansion, of course, has also meant having more staff and a stronger team. Management has known how to make the right decisions at key moments: they've had a great vision, and internationalisation has been essential to maintain the level of production."

# GUARDIANS OF THE BREED



Since they were young, **Mattin Ezkurdia** and **Agustin Askarai** have lived surrounded by nature and livestock. Although they were born in different villages in Navarre, they are united by their work at the **GH plant in Bakaiku** and both share a deep **passion for Burguete horses**, a native breed that is in danger of extinction, and to whose care and breeding they devote much of their free time.



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“I can tell each one of my horses apart, because they are all special”

**Agustin** was born in 1970 in Gaintza, a small Navarre town bordering the impressive Aralar mountain range, with barely more than 60 inhabitants.

There, on the family farm, guided by his father, he learned to look after horses and developed a soft spot for them. After getting married, he moved to Lakuntza and decided to set up his own Burguete horse breeding business. “I started with two horses and now I have 30. They all have names: there’s Margarita, Canosa, Clara, Iturri... and I can tell them apart easily, because every horse is different, they’re not like sheep or cows. I even know which foal belongs to which mare,” he says with pride. “I really like this work. I have them for my own pleasure, but few people are dedicated to breeding this breed.”

Burguete horses are the result of crossing the Navarrese Jaca with the

#### AGUSTIN ASKARAI

He has worked at GH since 1999 as a beam fitter and livestock farmer.

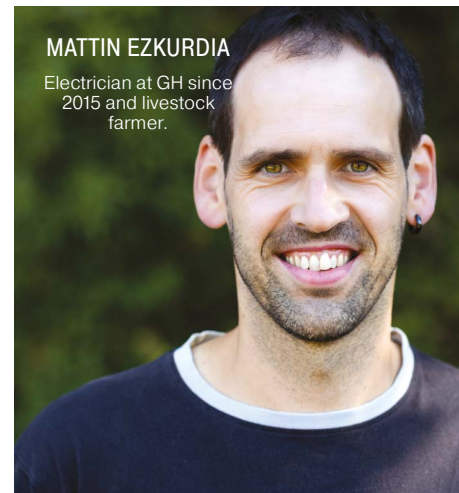
French Breton horse. Characterised by their strength and physical endurance, they have enjoyed great prestige, even outside Navarre, as working animals. However, since the mechanisation of labour and transport, these animals are now entirely dedicated to the production of foal meat. “What we sell is almost all exported to Italy. It’s hardly consumed here. As these animals are raised in the wild and fed on mountain pasture, it’s a very healthy food,” explains Agustin. It seems that many elite athletes include it in their diets because it has more protein, less fat, and a higher content of omega-3 fatty acids than other red meats.



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“Everyone has their hobbies, and breeding horses is mine”

At the foot of the Aralar mountain range, in the province of Navarre, **Mattin Ezkurdia** (Arbizu, 1989) has been breeding horses for years, continuing the family tradition that perhaps, in a few years, will also be passed on to his daughter Izarne, who was born just a few weeks ago. “I could spend all day here, I like it a lot,” he tells us.



Depending on his shift at GH, every day—either before or after heading to the Bakaiku plant—Mattin stops by to feed the mares, stallions, and foals. He explains that the Burguete horse breed has nothing to do with riding horses and has traditionally been used for draught work, although in recent years it has been dedicated to meat production. “We sell the foal meat when they’re between 15 and 16 months old, before they change their teeth; otherwise, it would be sold as old-horse meat. 90% is exported to Belgium, Italy, and Valencia, because here there’s no real habit of eating it,” he notes.

At certain times of the year, his livestock operation can reach around two hundred animals, among which the stallion Pardo stands out—a magnificent dark-coated, 900 kilogram specimen that has won several competitions and that, two years ago, gave him quite a scare. “He got nervous and ran right over me. He crushed my calf. If he had stepped on my head or back, I’d be dead,” he says calmly.

WOMEN  
IN THE  
INDUSTRY

# SILENT REVOLUTION



## THE VALUE OF DIVERSITY IN THE INDUSTRIAL SECTOR TOO

In Spain, around one in five workers in the metal sector is a woman, according to Spanish National Statistics Institute (INE) data compiled by the Metal Training Foundation. In the Basque Country, the breakdown of employment also shows strong sectoral segregation: only one in 10 women in employment works in industry, with the vast majority working in the services sector. In relative terms, industry continues to employ very few women.

GH Cranes & Components is no stranger to this situation. The group's workforce is made up of 1,151 people, of whom 12% are women. Although female representation has grown in recent decades, the imbalance remains clear, especially in technical or production positions, where they account for barely 4%.

Many female workers at GH agree that although the presence of women has increased in recent years, it remains an unresolved issue in the sector.

**Nagore Omeñaca**, the company's HR technician, points to cultural and historical reasons as the cause of this under-representation of women. "We don't receive many CVs from female candidates who have STEM degrees; that is to say, qualifications related to science, technology, engineering and mathematics. Nor do we receive applications from those enrolled in technical vocational training programmes. We believe this may be due to the lack of female role models in these types of studies," she points out.

In a traditionally male-dominated sector with few women in production roles, the incorporation of women into technical jobs has become a driver of change. At GH Cranes & Components, their growing participation is transforming the work ecosystem, bringing **diversity** and **new perspectives** and helping drive the future of industry.

"We must break away from the idea that there are jobs for women or for men. Once we overcome this prejudice, we'll be closer to achieving gender equality in the industry," says **Ibone Catelin**, technical industrial design engineer and member of GH's Engineering and R&D&I Management Unit.

In this regard, **Amaia Aizpurua**, head of the technical department for special cranes, believes that "much more work is needed in education from an early age, conveying values of equality and combating gender stereotypes through awareness-raising and training. Access to education for women in technological fields should be encouraged, along with diversity and inclusion in the workplace."

### Good practices in equality

To attract female workers, it's not only important to give visibility to women who are already part of the industrial sector, but it's also essential to overcome stereotypes and show that industry is also about innovation and creativity.

For this reason, over the past couple of years, GH has been making visits to third- and fourth-year secondary school students at various schools in Gipuzkoa. "In these school years, they begin to choose the subjects they want to study and we think it's a good time to show them that the industrial sector can be equally attractive whether you're a boy or a girl," explains Nagore Omeñaca.



During these visits, they have found that young people have many preconceived ideas. "They think working in a workshop is hard, dirty work. Our main aim is to showcase the company first-hand, having direct contact with the students. That's why I am accompanied by two people, a man and a woman, who work in the workshop. We explain the current situation of our industrial workshops, the professionals we have at GH, and what studies they can pursue to join us."

For this initiative, which is part of the company's Equality Plan, GH has been selected by the Directory of Good Practices in Equality, an initiative promoted by Emakunde and Euskalit.

Thanks to the Equality Plan, other key measures have been promoted within the organisation, such as awareness-raising and training activities on equality and harassment prevention, aimed at the entire workforce and, in particular, middle managers. Likewise, the changing rooms and toilets have been adapted and renovated with a gender perspective.

## GH HAS BEEN SELECTED BY THE DIRECTORY OF GOOD PRACTICES IN EQUALITY, AN INITIATIVE PROMOTED BY EMAKUNDE AND EUSKALIT.

Furthermore, each year a pay register is compiled by gender and professional category, which makes it possible to analyse possible causes of inequality and address them. All corporate communications have also been reviewed to apply inclusive language in documents, images and internal and external materials.

### Glass ceiling

Initiatives aimed at increasing the presence of women also focus on middle management and senior management positions. Studies by the Basque Women's Institute (Emakunde) and other sector reports show that women in the metal industry have a very low presence in managerial positions.

As confirmed by **Ziortza Cabo**, Head of Procurement at GH's HQ "it's important to continue creating real opportunities for more women to access positions of responsibility, because their presence is key to achieving a more balanced, representative environment. And, for

certain types of roles, women tend to remain in middle management positions."

**Mónica Ruiz**, deputy director of GH Mexico, says that GH is a "very demanding company, with many opportunities for professional development, which gives you all the support to achieve your goals".

## THE COMPANIES WITH GREATER GENDER EQUALITY ACHIEVE BETTER RESULTS IN TERMS OF TURNOVER AND EMPLOYMENT.

She says that, for women in the industrial sector, the path to leadership involves developing strategic and global thinking, getting involved in the company's operations, and making decisions with in-depth knowledge of the business. "It's not enough to just be present, we must participate actively and understand company processes in depth to make the right decisions." Faced with this reality, she highlights the importance of promoting policies that foster equal opportunities, professional development, and a work-life balance, as well as promoting initiatives that drive female leadership, create visible internal role models for women, and transform corporate cultures.

### Benefits

Gender diversity in industry is not only a matter of social justice; it is a strategy for growth, competitiveness, and innovation that brings tangible benefits to the sector.

A study by the Basque Business Development Agency (SPRI), on the impact of women on industrial competitiveness concluded in 2023 that "companies with a higher level of equality between men and women are more competitive". The data in this report also highlighted that "the companies with greater gender equality achieve better results in terms of turnover, employment, R&D&I, and internationalisation".

# THE POWER OF CHANGE

Miren, Judith, Amaia, and Lierni are just a few examples of women who, from different areas of the company, contribute every day to building a more diverse, modern, and competitive industry. They represent a new generation of professionals who break stereotypes, inspire others, and show that leadership and excellence are not about gender, but rather commitment and dedication to what you do.

## AMAIA AIZPURUA

Head of the technical department for special cranes

“MUCH MORE WORK IS NEEDED IN EDUCATION FROM AN EARLY AGE”



**Amaia Aizpurua**, who had always liked science subjects, decided to study industrial engineering, a degree in which women were in the minority. That situation, however, was no problem for her, as she always felt very supported and integrated. In 2016, she started working at GH as a designer in the technical department for special cranes and from the outset she was treated in a very friendly manner by her teammates, who taught her the basic concepts of crane design, and from there she had the opportunity to design special cranes of various types. “Cranes bring together all the ingredients of mechanical engineering, from mechanical design to the calculation of mechanisms, and that’s why I like this job.”

Amaia is currently head of the technical department for special cranes and leads a team of around 20 people. She explains that, in recent years, there has been a significant increase in women at GH, “mainly in the technical departments and R&D”. There are other areas such as production, for example, where the presence of women is still low, although gradual change is taking place.

As a professional woman in a traditionally male environment, Amaia says that “there’s still work to be done until gender diversity in industry is achieved”, but she acknowledges that, little by little, things are changing and there is an increasing presence of women. “I think that much more work is needed in education from an early age, conveying values of equality and combating gender stereotypes through awareness-raising and training. Access to education for women in technological fields should be encouraged, along with diversity and inclusion in the workplace. It will be a good sign when we no longer have to talk about equality policies.”

## MIREN GUERRA

Director of Ex Solutions

“MY COLLEAGUES WATCHED ME WELD, AND WERE SURPRISED BECAUSE IT WAS UNUSUAL FOR A WOMAN TO DO SO”



**Miren Guerra** began her technical training with a higher-level vocational training module in welding, a speciality that was uncommon among women at the time. During her internship at CAF, she often faced surprised reactions from those around her when they saw a woman taking on industrial tasks, although she also received support from her senior colleagues. “They found it very strange that a woman could weld,” she recalls, highlighting the progress made over the last 25 years.

Brought up from a young age to be part of GH, a family company where she started working during the summers, Miren has developed a career spanning more than three decades in different departments at GH. At the age of 45, she decided to take her training a step further and enrolled in a degree programme in Industrial Engineering Management at the Miguel de Cervantes European University (UEMC) in Valladolid. She combined her studies with her work through a demanding night and weekend routine, which shows her commitment and capacity for hard work.

Thanks to this journey as a whole, today she is director of Ex Solutions, the business unit specialising in the development of GH products certified as ATEX/IECEx, which are devices designed to operate in industrial environments with explosive atmospheres. Her main task is to coordinate the team and lead the certification process to ensure that the product is competitive in the market.

At GH, she has observed a significant increase in the presence of women in technical and management areas, especially in offices. Although representation remains low in the workshop environment, progress towards greater inclusion is clear to see.

Miren highlights GH’s commitment to promoting female talent, citing as an example the case of a colleague who has temporarily taken on the management of the market unit in India. For Miren, reducing the gender gap in industry means offering real opportunities to women in all areas.



## MARTA DE MIGUEL

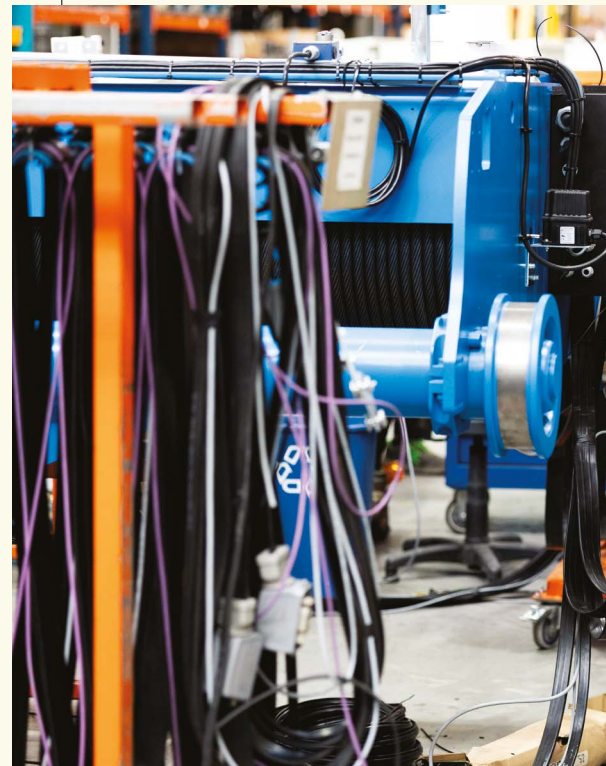
Quality and NDT Technician, specialising in carrying out inspections with customers

“THE INDUSTRY NEEDS FEMALE TALENT AND NEW PERSPECTIVES”

**Marta de Miguel** trained as an executive assistant, but ended up specialising in the industrial field, becoming the first woman at GH to be certified in non-destructive welding testing (NDT).

She admits that she has always been attracted to the industrial world and manufacturing processes, but that she had no female role models in this field, which was also an additional challenge and provided motivation to break new ground.

“In general, the industrial sector still has room for improvement in terms of gender diversity. At GH, while there has always been a greater presence of women in offices, there have been few of us in workshops and technical areas. However, a noticeable gradual change is taking place with more women joining these areas. Training and internal development programmes are also being promoted without distinction of gender. It’s clear that industry needs talent and new perspectives, and the contribution of women will be valuable. Ability and dedication are what make the difference.”



## JUDITH MONDEJAR

Electrical component installation operator

“DURING SCHOOL VISITS, WE CHALLENGE PRECONCEIVED IDEAS ABOUT OUR WORK”



After studying a higher vocational qualification in Industrial Automation and Robotics, **Judith Mondejar** joined GH in 2021, a company she says she is still "delighted" to work for, as she finds it very inspiring. She is one of the few women working in the workshop, where she is responsible for installing the electrical systems on the hoist. She says that her colleagues welcomed her as "one of their own", helping her a lot and teaching her everything they knew.

She knows first-hand that GH is working actively to attract and retain female talent. As part of an initiative included in the company's Equality Plan, Judith visits different schools and colleges to share the company's activity and encourage girls to choose their studies "without fear", updating their understanding of workshops and professions that have traditionally been male-dominated. "We show them a video in which they can see that the factory facilities are bright, they see our way of working, as well as the different jobs, and in this way we manage to dispel some preconceived notions that exist about the industrial sector."

"We share our personal experiences with them, explaining the paths that led us to choose these studies and showing them how important it is to continue learning and pursuing something they are truly passionate about. We try to help them understand that nowadays gender is not an obstacle in this sector—what really matters are the people."

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## ZIORTZA CABO

head of procurement

"Talent has no gender and industry needs diversity to keep innovating. Working in this sector can be very enriching and offers many opportunities for growth. What's more, every woman who joins paves the way for those who follow."




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## AINHOA MUNDUATE

first female electrician at GH Bakaiku

"I was the first woman to work in the workshop at the Bakaiku factory. And I was the only one for five years. I like to think that my work has encouraged other women to work at GH. When I get the chance, I always encourage girls to work here, because there's a great atmosphere and working conditions are very good."

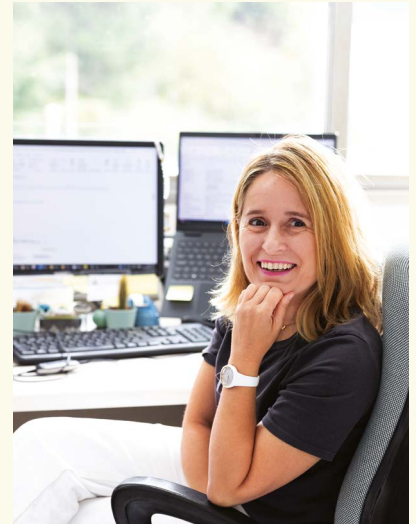



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## LORENA AVILA

administration and finance department

"To a girl who is thinking about working in the industrial sector, I'd say that she should consider that option, since industry is evolving and today offers fair opportunities regardless of gender."




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## LIERNI LERMA

HR technician

"I believe that GH is working actively to attract female talent and I think that in the future, the male dominance in the industrial sector won't be as significant."

# MIKEL REPARAZ

EITB JOURNALIST  
AND GEOPOLITICAL  
EXPERT



“WE’RE IN THE EYE  
OF A HISTORIC STORM,  
BUT IT’LL PASS”



**Mikel Reparaz (Navarre, 1975) has travelled the five continents reporting on what is happening in the world. He currently coordinates the International Section of the EITB group, a task he juggles with giving talks and writing about geopolitics. In March 2025, he gave a talk at GH's Market Units Forum held at the Igartza Palace in Beasain, where he reflected on the profound changes reshaping the world order. With a critical eye, Reparaz observes how history is changing and says it is very difficult for journalists "to know what the new normal will be once the storm has passed".**

The wars in Ukraine and Gaza, Donald Trump's return to power, the rise of China, the emergence of artificial intelligence, digital disinformation...

**Do you think we're living in a historic moment?** Since the Second World War, the West, and especially Europe, has been a cultural, political, and economic satellite of the United States. However, we're immersed in a profound change that began on 11 September 2001, a date that truly marked the beginning of the 21st century. In this first quarter-century, the paradigms of security, the economy, and international relations have changed.

Today, China is the main geopolitical rival of the United States, while Europe finds itself in a position of clear weakness.

The second half of the 20th century was a period of stability and peace unprecedented on the continent, but that balance is now under threat. The West is therefore experiencing a decisive moment of transformation and a redefinition of its role in the world.

**Iñaki Gabilondo recently said that, for him, an optimist by nature, it's hard not to be pessimistic in these times. Do you feel the same?**

Yes, definitely. I don't know if it's a question of losing optimism or losing faith in humanity, but it has happened to me a lot, especially since the pandemic. I think COVID was a turning point for the mood in society. We're in the eye of a hurricane, but all storms pass, and this one will too.

**And in this context, journalism is more necessary than ever.** Journalists are the ones who write the first draft of history, which is later interpreted by historians and analysts. But above all, our job is to provide the public with the tools they need to understand reality, form opinions, and think critically.

Today, in the midst of the era of disinformation and artificial intelligence, the truth is more difficult to identify and verify. The credibility of many media outlets has deteriorated, but journalism remains essential — perhaps more than ever — to provide insights grounded in facts and the honest pursuit of truth. It's true that the media have interests and agendas, but it's essential to have rigorous, professional outlets committed to the principles of good journalism.

**What would you say are the main threats to journalism today?** There are many threats, but disinformation in the hands of the powerful would be the biggest one. One of journalism's tasks is to keep power in check and we can't renounce that duty. Our job is to lift up the carpets, shine a light, and show what's really there. The Washington Post's motto, "Democracy dies in darkness", may be very idealistic, but I still believe in it.

**Fewer and fewer newspapers are read, fewer news programmes are watched, and most young people get their information through social media. What future do you envisage for traditional media?** Traditional

media must transform to adapt to new news consumption habits. The problem lies not in the format — a TikTok video can also be informative — but the credibility crisis being faced. Today, there are more voices and perspectives, which enriches the debate, but also increases the noise and the spread of conspiracy theories.

The major challenge for the media is to safeguard journalism and its ethical principles, which are more necessary than ever to combat disinformation. Even so, the major newspapers still have an important role to play. The key is to have a diverse "news diet": read media with different editorial slants, from *The New York Times* to *El País*, *ABC*, and *Berria*, and contrast opposing sources. Only in this way can people develop critical thinking skills in the face of ongoing polarisation.

**You experienced Donald Trump's first term as a correspondent in New York and you thought you'd seen it all. How do you view this second term from a distance?**

I have covered several election nights, from Bush to Trump, and for me there are two key moments in recent US history.

The first came in 2008, when Obama won the election and many analysts mistakenly interpreted his victory as the end of racial conflict. In reality, his years in the White House represent quite the opposite, the reaction of



Mikel Reparaz signs copies of his book "Las grietas de América" ("The Cracks of America"), a special edition published by GH as part of the 2025 Market Units Forum.

part of the country to the first black president in US history. The second came in 2016, when a political *outsider* took over the Republican Party, completely transformed its norms, and became the most white-centric president the United States has ever had, widening the great social divide. When Trump won the election again in 2024, it was the chronicle of something foretold. His second victory was more substantial, and the MAGA movement, along with Trumpism, became completely ingrained in American society. His greatest achievement is to have turned a far-right movement into something accepted and normal within the US political system. Everything that has happened since that second victory has been marked by the enormous power that wave gave him. Trump now controls the legislative and judicial branches and exerts decisive influence over the big tech giants — Zuckerberg, Bezos and Musk — who shape public opinion more than ever before. The key to this second term is that absolute power, underpinned by a society split into two halves that barely communicate with one another.

**But don't you think there are some dissenting voices emerging within the Republican Party?** I was recently in Montana and Idaho, traditionally Republican states, where criticism is starting to emerge — even among Trump voters — of some of his policies, such as the trade war and tariffs, which have negatively affected the economy. Although his base remains broad, not all his supporters are hardliners, and we'll have to wait until the 2026 midterm elections to see whether that discontent is reflected at the polls. Moreover, his tough anti-immigration policy is affecting conservative Latino communities that once supported him, as mass deportations have destroyed jobs and could undermine his political backing.

**What three things would you ask Donald Trump if you could interview him?** More than an interview, it would almost be a battle against disinformation. When he delivered his speech to the United Nations General Assembly and the teleprompter failed, he began listing the wars that — according to him — he had averted, even mentioning a supposed conflict between Ethiopia and Egypt that never existed. I'd be interested in asking him why he insists on saying things that are simply not true. In an interview, the objective is usually to obtain a big headline or uncover the interviewee's contradictions. However, Trump is like a bunker: an armoured

“When I wrote ‘Las grietas de América’ (‘The Cracks of America’), I wanted it to be a timeless book, focusing on the key issues of racial conflict and white supremacy that still persist in the United States and which, far from being resolved, remain very much present.”

vehicle where contradictions, truth, and reality seem to have no place. That's why it would be an extremely difficult interview.

**Do you miss your years as a correspondent?** For me, working as a correspondent is synonymous with freedom, albeit relative freedom. In New York, for example, the time difference meant that the working day started very early in the morning and seemed endless. Even so, being able to decide where and how to work, away from the routine of a newsroom, is liberating. I miss that freer life, although I also appreciate coming home after covering stories. I have two children, and coming back was partly a family decision. Finding a balance between professional and personal life is not always easy.



“Las grietas de América” (“The Cracks of America”) — Euskadi Literature Prize winner in the Spanish-language essay category in 2021 — was published in 2020. Five years have passed in which many things have happened in the US. Would you add anything to the book, or remove anything?

In 2024, “Amerikaren arrakalak” was published, the updated Basque version of “Las grietas de América” (“The Cracks of America”). It offered me the opportunity to review and expand some aspects of the original book. I wouldn't remove anything from the first edition, but I'd add a lot, because decisive events have occurred over these five years.

When I wrote “Las grietas de América” (“The Cracks of America”), I wanted it to be a timeless book, focusing on the key issues of racial conflict and white supremacy that still persist in the United States and which, far from being resolved, remain very much present. That background helps to understand phenomena that have also spread to Europe, such as the MAGA movement and the rise of the populist-nationalist far-right.

In the Basque version, I was able to incorporate recent events such as the storming of the Capitol, Trump's second electoral victory, and his new term. It is, ultimately, a story that continues to unfold, with no end in sight.

GH Tech is the new section of our magazine dedicated to exploring, from within, the technological foundations that drive GH's high value-added offering.

# GH TECH

Through the Engineering and R&D&I Management Unit team, we delve into some of the developments that guarantee a product with maximum performance, more robust structures, optimised control, operational reliability, and customised solutions that combine innovation and service, always with the focus on the experience of those who operate our cranes.

In this first instalment, **Haritz Garai** presents the new range of Smart Features, while **Aitor Azkolain** shares the development process of CoreBox 2.0, an increasingly key component in GH solutions. Two examples that show how cutting-edge technology can make our machines increasingly precise, safer, and, ultimately, more human.

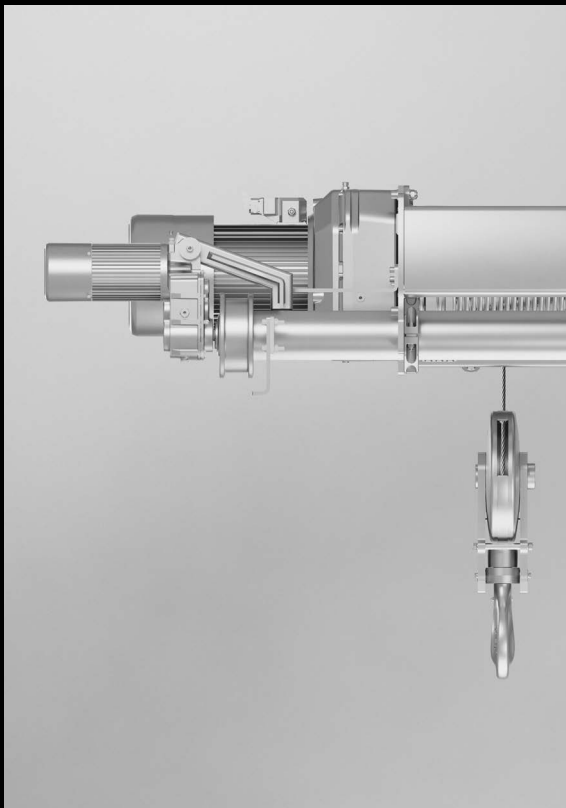
# GH SMARTFEATURES

## EFFICIENT AND SAFE CRANES

For decades, cranes have operated in much the same way: lifting, moving, and positioning loads with precision thanks to the operator's control.

However, GH has been developing cranes for years that not only carry out commands but think and act more efficiently and safely.

As a result of this ambition, the R&D&I department has incorporated a new set of features into our cranes: Smart Features. A technological advance that significantly improves the manoeuvrability, safety, and efficiency of our cranes.



What exactly do these new smart functions do?



### Anti-sway

This allows the hook to remain stable during movement, even if there is a collision or disturbance along the way. The crane automatically corrects sway to maintain control.



### ThisWay

One of the most striking features. The operator guides the crane simply by moving the hook by hand; the machine detects that intention and follows. This function is designed for small cranes, where the operator moves around the area on foot.



### Verticality

Designed to prevent accidents. If the load is not properly aligned (for example, if the lifting line is crooked), the crane blocks the lift to prevent dangerous manoeuvres.



### Antisnag

While moving the load, if the system detects that the hook has snagged on an obstacle, it automatically stops the operation. This prevents accidents and possible breakdowns.



### Self-centring

This facilitates a perfect lift. The operator only has to attach the load and press "raise", and the crane automatically aligns itself to ensure a completely vertical lift.

## How does it do this?

To perform these new functions, a programmable logic controller (PLC) with an inclinometer has been added to the crane, allowing it to “sense” the hook’s position at all times.

The inclinometer, coupled to the hoist rope, measures its angle and transmits the data to the PLC. From there, a series of algorithms are applied that activate the corresponding functionalities.



## An evolution of the Core+ system

These functions are integrated into Core+, an existing GH system that has been on the market for eight years. Until now, Core+ allowed a certain degree of control but could not react to disturbances during manoeuvres. With the addition of the inclinometer, that limitation disappears, meaning the crane can react in real time to any unforeseen event.

Currently, there are already 17 cranes in operation with these new features. At GH Cranes & Components, we continue working to develop and standardize these functions at a highly competitive price, ensuring that all our customers can benefit from their advantages.

And this is only the beginning. The next step will be to integrate this whole system into the CoreBox, a breakthrough that will further simplify the crane’s architecture, cutting costs and improving efficiency. In addition, the development of new functionalities that expand the range of Smart Features has not been ruled out.



“It has been a constant learning process. The best part has been seeing an idea become a product that improves our customers’ work.”

**HARITZ GARAI**  
R&D&I

# COREBOX<sup>®</sup> 2.0

## A NEW GENERATION

At GH, we are moving towards technological self-sufficiency with the development of CoreBox 2.0, a new generation of this key component in the control of our cranes. The aim is to stop depending on third parties and control the design, maintenance, and evolution.

**The project is led by a multidisciplinary R&D&I team from GH, together with the Ikerlan technology centre. We spoke with Aitor Azkolain to find out how this product has been developed and what it means for GH.**

### **Why is it important for GH to develop its own CoreBox?**

At GH, the digitalisation of our equipment is a strategic priority, and the CoreBox is one of the key pieces in this process. The current CoreBox relied on an external supplier, which created certain limitations for us. With this new development, we aim to bring all that knowledge in-house, as we already do with other key components of our cranes.

### **What were the project's first steps like?**

We spent the first year defining in detail what we wanted from the new CoreBox. Ikerlan, thanks to their experience, helped us understand the importance of working thoroughly on this specification phase. In the long run, it has spared us a great deal of uncertainty and unforeseen issues.

### **What have been the project's major milestones?**

The first milestone was to match the performance of the current CoreBox. We are now engaged in the second phase, which includes improvements and new functions such as interaction with PLCs, the possibility of performing remote updates of the CoreBox 2.0 firmware, and Bluetooth communication with Android and iOS devices.

### **Have you had to deal with any unforeseen issues?**

Not from a technical standpoint. That said, during the course of the project, cybersecurity has become more important because the EU Cyber Resilience Act (CRA) is relatively new and affects us. It is now mandatory to ensure that the system can withstand potential cyberattacks.

### **What future do you see for CoreBox 2.0?**

CoreBox 2.0 opens up many possibilities: developing our own electronics allows us to explore more ambitious ideas. And that opens up a very interesting path.

## MAIN IMPROVEMENTS OF COREBOX 2.0

**DOUBLE LIFTING:** enables two hoisting mechanisms to be managed from a single unit.

**DUAL ARCHITECTURE:** features two independent microcontrollers, one dedicated to safety and the other responsible for communications and data processing.

**MODBUS COMMUNICATION:** integrates the Modbus TCP protocol, allowing easy connection to PLCs and industrial automation systems.

**UNIVERSAL ANALOGUE OUTPUTS:** enables flexible communication with displays and industrial devices.

**BLUETOOTH CONNECTIVITY:** includes wireless connectivity to facilitate system configuration and diagnostics from a mobile device, with no need for cables. We are now extending compatibility to Apple devices.

**REMOTE UPDATES:** the system can update the CoreBox firmware remotely (communications and data processing only), reducing downtime and facilitating software upgrades.

**BUILT-IN CYBERSECURITY:** designed to comply with the EU CRA for connected devices, ensuring protection against potential cyberattacks.

**HARDWARE DESIGN:** Various aspects of the hardware have been developed to meet EMC (Electromagnetic Compatibility) requirements, and the design has been carried out to ensure compliance with both European (IEC-EN) and US (UL) standards.

**ROBUSTNESS.** The GH Cranes & Components CoreBox 2.0 offers a significant increase in robustness, both in hardware and software. Its enhanced architecture ensures greater strength, stability, and performance in demanding environments. On the hardware side, it incorporates components optimized for superior durability, while the software integrates more secure, efficient, and adaptable control systems, ensuring reliable and continuous operation.



Aitor Azkolain, a member of GH's R&D&I department, presents COREBOX 2.0.



## GH OPENS A PLANT IN CHINA

Almost 25 years ago, GH began its operations in China with a clear vision: to connect cultures, technologies and people through excellence in lifting solutions. What began as an exploration of a new market evolved into a strategic, long-lasting commitment to this country, its industry, and its people.

GH has recently embarked on a new chapter in that story with the opening of a new plant in China, which not only expands its production capacity but also strengthens its roots in the country, boosting local development and

strengthening technological collaboration among international teams.

"Being comprehensive manufacturers is a big part of who we are: we imagine, design, prototype, manufacture, assemble, deliver, care for, and repair every GH crane. Controlling the entire process allows us to guarantee greater value, quality, and innovation for our customers, reaffirming our position as a global leader in lifting solutions," explained Garbiñe Guerra at the inauguration.

## VISIT FROM THE BUSINESS ASSOCIATION AND THE GIPUZKOA PROVINCIAL COUNCIL



In September, we welcomed the Gipuzkoa Business Association (ADEGI) and the Gipuzkoa Provincial Council to our headquarters in Beasain.

The meeting was attended by Jose Miguel Ayerza Mendiburu, ADEGI's Director General, and Paul Liceaga Jauregui, Deputy Director General.

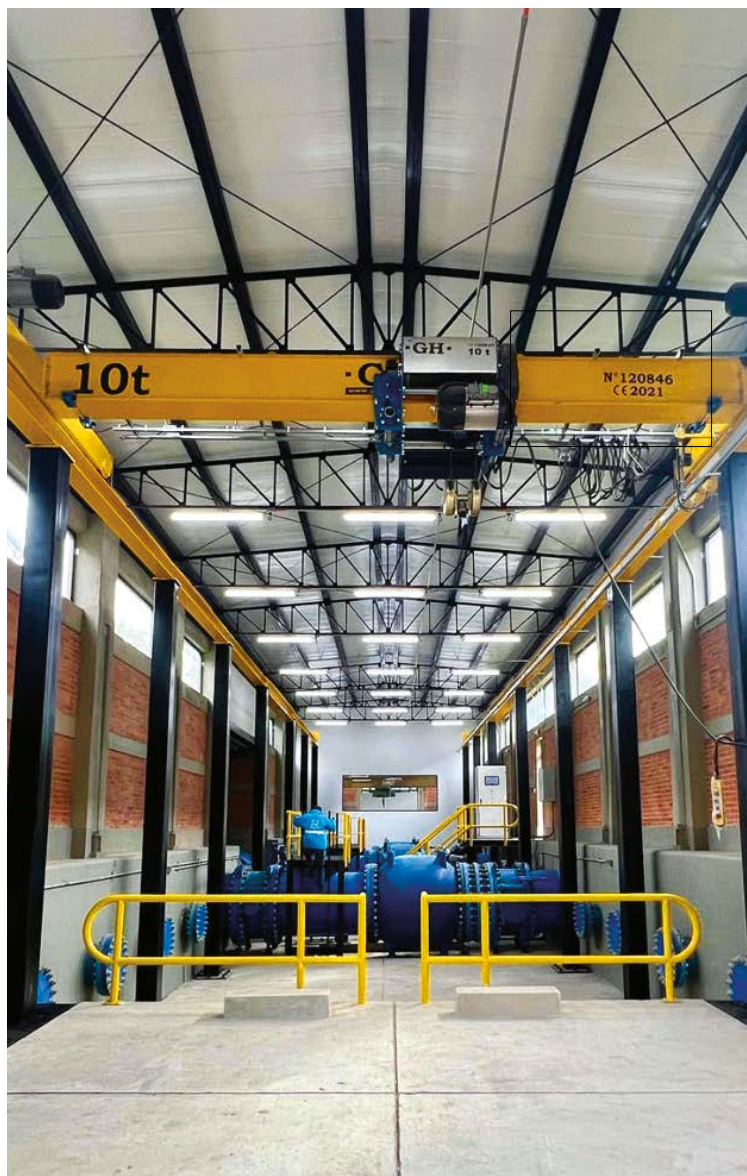
Representing the Gipuzkoa Provincial Council were: Unai Andueza Iraeta, Provincial Deputy for Economic Promotion and Strategic Projects, and Amaia Arregi Agirre, Director General for Economic Promotion.

## GH POLAND OPENS A MODERN SHOWROOM

The Polish subsidiary of GH Cranes & Components has opened a new showroom to demonstrate the company's products and technological solutions in action. The space will allow customers and potential interested companies to see the quality, innovation, and reliability of GH equipment first-hand. The initiative seeks to strengthen GH's presence in Central Europe and reinforce its commitment to personalised service and local technical support.

# LATEST PROJECTS

In this section, we include some of our latest projects, GH cranes already in operation at plants and production lines around the world. Tailor-made equipment designed to improve our customers' efficiency and productivity, facilitating the safe movement of loads and the optimisation of their industrial processes.



## MEXICO

Product: Double girder bridge cranes

Sector: Automotive

Client: Nidec



## COLOMBIA

Product: Single girder bridge crane

Sector: Water treatment

Client: Electrohidráulica







## USA

Product: 5 bridge cranes

Industry: Concrete precast



## PERU

Product: 4 bridge cranes

Industry: Steel



## SAUDI ARABIA

Product: Double girder bridge crane

Industry: Marine

Client: ALEC Saudi Arabia Engineering and Contracting Single Shareholder L.L



## SPAIN

Product: Marine RTG

Industry: Marine

Client: Real Club Náutico de Tenerife

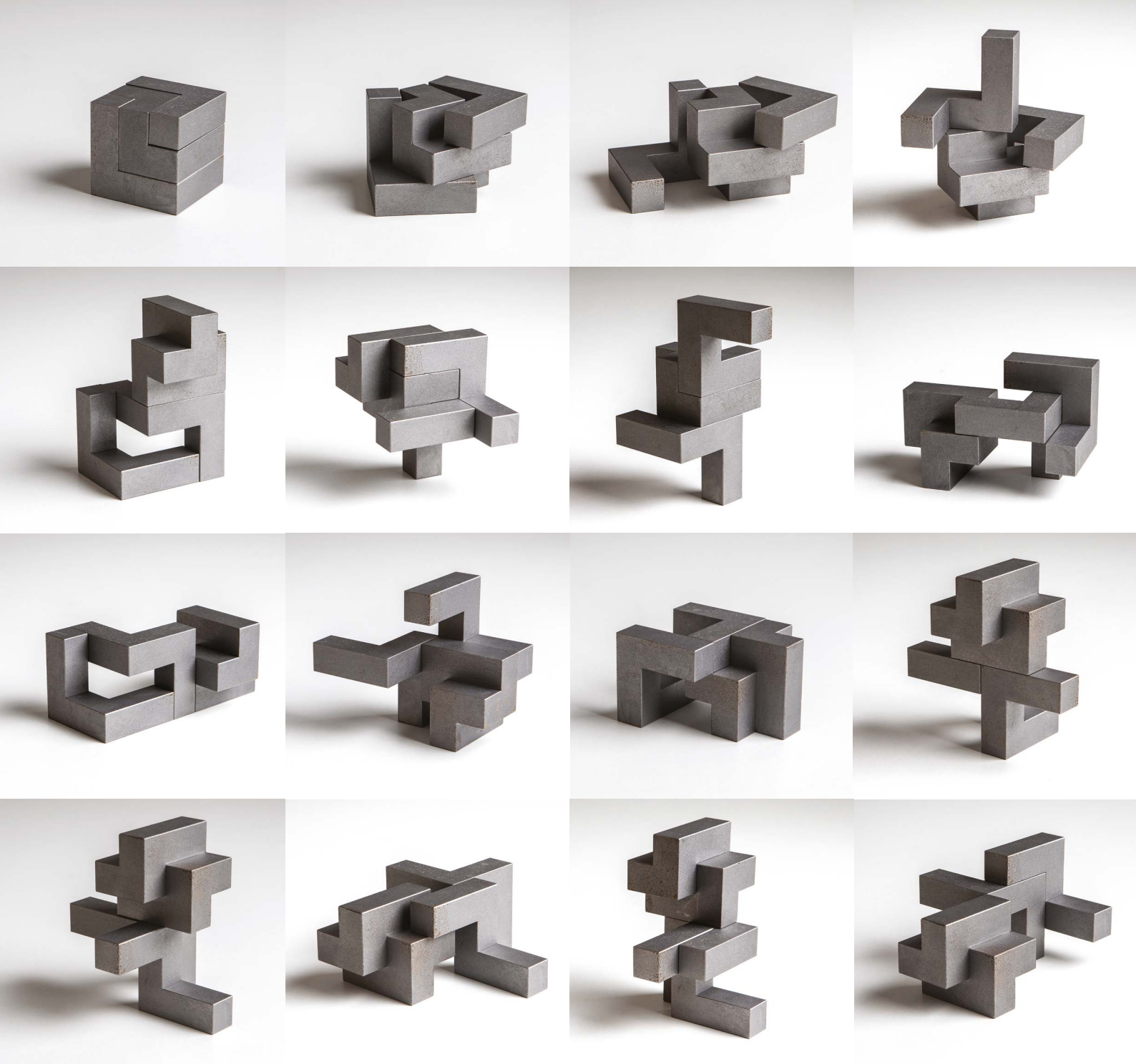
## FRANCE

Product: Bridge crane

Sector: Industrial maintenance

Client: LB3M





To mark the 50th anniversary of GH's factory in Bakaiku, the Bakaiku sculptor José Ramón Anda has created a unique commemorative piece, made in collaboration with GH. The unnamed sculpture reflects the union between art, industry, and the region, and will be presented to all employees retiring from GH's plants in the Basque Autonomous Community and Navarre.

Composed of three orthogonal pieces that, when assembled, form a perfect 6x6x6 cm cube, the work is presented on a 16x16x5 cm Bakaiku oak base, as a tribute to the land that gave rise to both the artist and the factory. Each sculpture, signed and numbered by **José Ramón Anda**, invites interaction; its shapes can be combined freely, encouraging play, reflection, and creativity. It is an open work that goes beyond the commemorative to become a legacy.