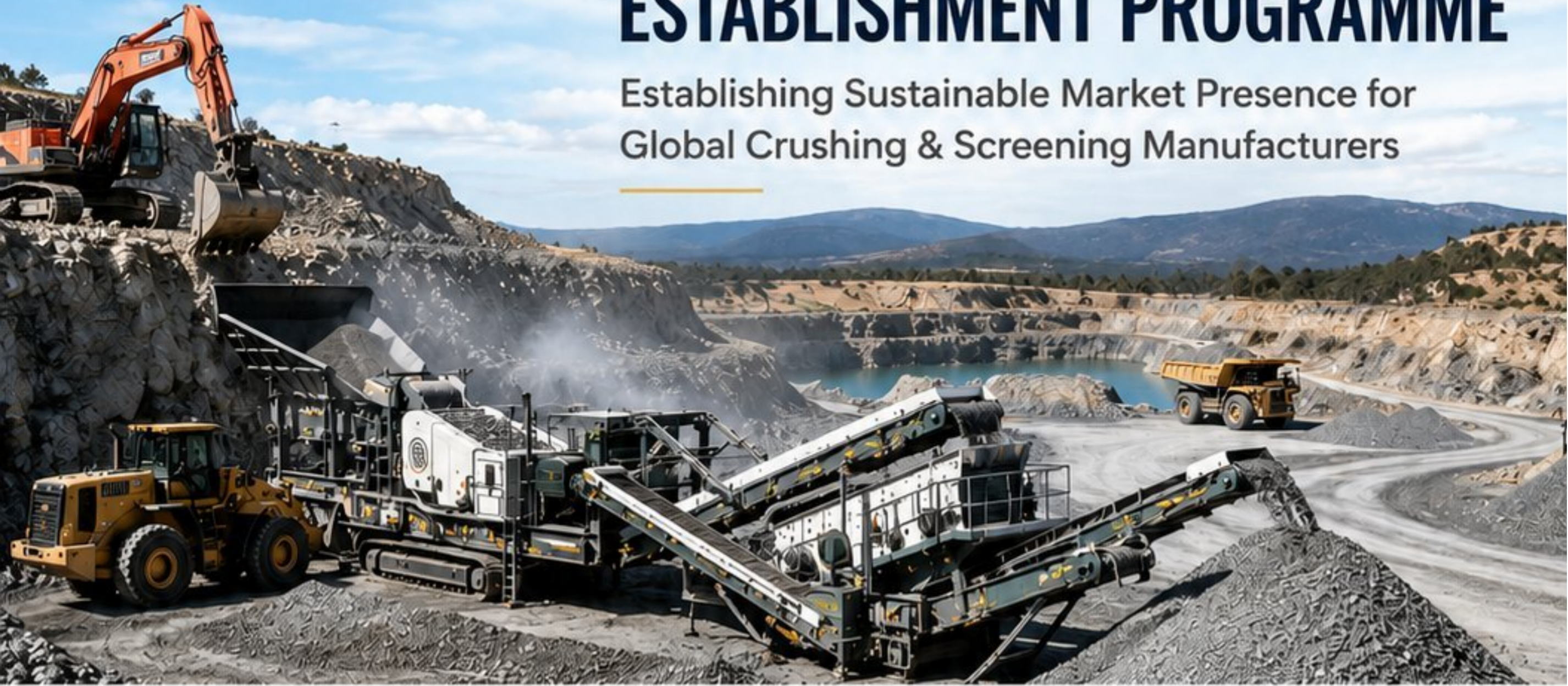


AUSTRALIAN MARKET ESTABLISHMENT PROGRAMME

Establishing Sustainable Market Presence for Global Crushing & Screening Manufacturers



AUSTRALIA: A MARKET WORTH ESTABLISHING

Australia is one of the world's most advanced mining, quarrying and infrastructure markets. Sustained investment across resources, transport, construction and civil infrastructure has created consistent demand for high-performance crushing, screening and materials processing equipment capable of operating reliably in some of the world's most demanding environments.

The global equipment industry is evolving. International manufacturers are investing heavily in advanced engineering, modern manufacturing capability and expanded production capacity, introducing a new generation of equipment able to compete in mature global markets.

For many manufacturers, Australia represents a logical next step in their international growth strategy.

Yet establishing a successful Australian presence requires considerably more than exporting equipment. It demands market understanding, technical credibility, local capability and the confidence of customers who expect long-term performance, responsive support and enduring commercial relationships.

The Australian Market Establishment Programme provides a structured framework to assist international OEMs evaluate opportunities, establish strategic market foundations and build sustainable market presence across Australia's mining, quarrying and infrastructure sectors.

EXECUTIVE SNAPSHOT



GLOBAL MINING LEADER

One of the world's largest producers of minerals, creating sustained demand for crushing, screening and materials processing technologies.



INFRASTRUCTURE INVESTMENT

Long-term investment across transport, construction, energy and civil infrastructure continues to drive demand for aggregates and processing equipment.



HIGH PERFORMANCE MARKET

Australian operators demand proven reliability, lifecycle performance, operational support and long-term supplier commitment.



STRATEGIC REGIONAL PLATFORM

A successful Australian presence strengthens credibility and provides a platform for expansion throughout the Asia-Pacific region.



Competitive equipment may create market interest.
Sustainable market success is achieved by establishing confidence, capability and enduring customer relationships.



MINING



QUARRYING



INFRASTRUCTURE



RECYCLING



CONSTRUCTION



REPLACEMENT DEMAND





ESTABLISHED PERFORMANCE STANDARDS

Australian operators expect proven reliability, lifecycle performance and long-term support.

A NEW GENERATION OF MANUFACTURING

Global manufacturers are investing in advanced engineering, quality and international capability.

BEYOND COMPETITIVE PRICING

Price may open the door.

Confidence secures a long-term future.

Australian customers evaluate equipment on the basis of total lifecycle value. Critical factors include technical credibility, local capability, parts availability, after-sales support and long-term commitment.

Many international OEMs can manufacture high-quality equipment at competitive prices. The challenge is converting that advantage into sustainable market confidence.

Successful OEMs build more than market share. They build trust, capability and enduring relationships.



AUSTRALIAN MARKET EXPECTATIONS

- TECHNICAL CREDIBILITY**
Equipment must perform reliably in demanding Australian operating conditions.
- LOCAL SUPPORT CAPABILITY**
Responsive field support and engineering expertise are essential to operations.
- PARTS AVAILABILITY**
Fast access to genuine parts minimises downtime and protects production.
- COMMISSIONING & TRAINING**
Professional commissioning and operator training ensure optimal performance.
- LONG-TERM COMMITMENT**
Customers partner with suppliers who are invested in their long-term success.
- TOTAL COST OF OWNERSHIP**
Decisions are based on productivity, reliability, maintenance and lifecycle cost.

THE STRATEGIC QUESTION

The real question is no longer:

“Can we sell equipment in Australia?”

It is:

“How do we establish a sustainable Australian business?”



“ Australia rewards manufacturers who invest in capability, relationships and long-term commitment. Those are the foundations of enduring market success. ”

AUSTRALIA'S EQUIPMENT DEMAND DRIVERS

RESOURCE EXPANSION

REPLACEMENT DEMAND

INFRASTRUCTURE PIPELINE

MATERIALS RECYCLING

URBANISATION & CONSTRUCTION

WATER & ENERGY PROJECTS



A STRUCTURED PATHWAY TO SUSTAINABLE MARKET ESTABLISHMENT

Successfully entering Australia requires more than equipment supply. It requires a structured approach that builds market understanding, establishes credibility, develops capability and creates long-term value.

The Australian Market Establishment Programme provides a proven framework to guide international OEMs from opportunity to enduring market presence.



THE PROGRAMME FRAMEWORK



THE TACMIN GROUP DIFFERENCE

- INDEPENDENT PERSPECTIVE**
Objective, independent advice focused on creating long-term value.
- INDUSTRY EXPERIENCE**
Deep understanding of Australia's mining, quarrying and infrastructure sectors.
- STRATEGIC NETWORKS**
Strong relationships across operators, contractors, consultants and government.
- PRACTICAL APPROACH**
Commercially focused, practical and results-driven.

BUILDING SUSTAINABLE SUCCESS

Australia offers significant long-term opportunities for international crushing and screening manufacturers.

By taking a structured approach to market establishment, OEMs can build confidence, create value and secure a strong foundation for long-term growth.



LET'S BUILD YOUR AUSTRALIAN FUTURE

Partner with Tacmin Group to establish your market presence, build capability and achieve long-term success in Australia.

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Contact us to discuss your Australian Market Establishment opportunities. We are ready to help you turn opportunity into enduring success.

