



## thyssenkrupp moves up to 44,000 people per day in one of Pakistan's biggest, most modern shopping locations

- thyssenkrupp Elevator has installed a total of 32 elevators and 28 escalators in Pakistan's second largest shopping center, the Emporium Mall complex, in Lahore
- The installation will transport more than 3,500 visitors per hour - at a twelve-hour opening of the mall
- Pakistan is one of thyssenkrupp Elevator's top distributor markets - its strategic partner is Global Business Bridge Ltd.

Lahore is one of Pakistan's most important cities and has the country's second largest shopping center, the Emporium Mall complex, which includes a boutique hotel and conference center. The complex covers 250,000 square meters and registers around 44,000 visitors a day. To allow customers to be more mobile during their visit and reach around 200 shops in a comfortable and efficient way, thyssenkrupp Elevator has installed a total of 32 elevators and 28 escalators in the complex.

The installation in the Emporium Mall complex is another important step for thyssenkrupp Elevator in one of its key markets. With Pakistan having enormous growth potential, with new malls, office complexes, hotels and public infrastructure projects such as ports, and airports being built almost daily, the result is a demand for around 1,000 new elevators per year, which ensure modern mobility within the new buildings.

The unveiling of the new mobility solutions took place with prominent participation: German Ambassador Martin Kobler and Mian Mohammad Mansha, one of Pakistan's most successful entrepreneurs, were present. They underscored the importance of the event, which makes the Emporium Mall complex one of the most modern shopping and event centres in the country.

The performance of thyssenkrupp Elevator's solutions were put to the test from the very beginning. Every hour, the elevators and escalators have to transport over 3,500 people - reliably and trouble-free. Maintenance of the systems is carried out by the partner Global Business Bridge.

With Global Business Bridge Ltd. thyssenkrupp Elevator has the optimal strategic partner in this attractive distributor market - one of the five most important worldwide. Managing Director Shahid Gondal, who was involved in the handling of the new installations right from the start, was convinced during the opening that he could now offer the mall customers the best conceivable solution for their shopping experience - and that the operators were highly cost-effective.

Distributors are sales partners through whom thyssenkrupp Elevator reaches markets that offer good business opportunities but are not (yet) mature or large enough to build up a direct presence of its own there - as in 70 other countries. Strategic sales partners such as Global Business Ltd. help to open up these growing markets.

"The distributor markets are extremely interesting for us, as they have a market potential of around three-quarters of a billion euros. The now completed project in Lahore is a good example of optimal development for all involved – and we will continue to expand our sales network and thus steadily expand our reach," explains Andreas Schierenbeck, CEO thyssenkrupp Elevator.

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Press photos can be downloaded [here](#) (source: thyssenkrupp Elevator).

Information for your image line:

File 1\_: Escalators from thyssenkrupp Elevator (tkE) in the Emporium Mall in Lahore, Pakistan.

File 2\_: From left to right – Christoph Karges – Head of Financial Project Management and Head of Financial Distributor Business (tkE), Claudio Diniz – Director Operations OU Africa (tkE); Sushan Somasundaram – Head of New Installation and Head of Distributor Business (tkE); Shahid Gondal – CEO Global Business Bridge Ltd.; Ricardo Malheiro – CEO OU Africa (tkE).

File 3\_: From left to right – Afnan Shah Khan – Director Operations Emporium Mall (Nishat Group); Martin Kobler - Ambassador of the Federal Republic of Germany in Pakistan; Ricardo Malheiro; CEO OU Africa (tkE); Shahid Gondal – CEO Global Business Bridge Ltd.; Sushan Somasundaram – Head of New Installation and Head of Distributor Business (tkE); Christoph Karges – Head of Financial Project Management and Head of Financial Distributor Business (tkE).

About us:

thyssenkrupp Elevator

thyssenkrupp Elevator brings together the Group's global activities in passenger transportation systems. With sales of €7.7 billion in fiscal 2016/2017 and customers in 150 countries, thyssenkrupp Elevator built its position as one of the world's leading elevator companies from scratch in a mere 40 years' time applying thyssenkrupp unique engineering capabilities. With more than 50,000 highly skilled employees, the company offers smart and innovative products and services designed to meet customers' individual requirements. The portfolio includes passenger and freight elevators, escalators and moving walks, passenger boarding bridges, stair and platform lifts as well as tailored service solutions for all products. Over 1,000 locations around the world provide an extensive sales and service network to guarantee closeness to customers.

thyssenkrupp

thyssenkrupp is a diversified industrial group with a growing share of capital goods and service businesses and traditional strengths in materials. Over 158,000 employees in 79 countries work with passion and technological know-how to develop high-quality products and intelligent industrial processes and services for sustainable progress. Their skills and commitment are the basis of our success. In fiscal year 2016/2017 thyssenkrupp generated sales of €41.5 billion.

Together with our customers we develop competitive solutions for current and future challenges in their respective industries. With our engineering expertise we enable our customers to gain an edge in the global market and manufacture innovative products in a cost- and resource-friendly way. Our technologies and innovations are the key to meeting diverse customer and market requirements

around the world, growing on the markets of the future, and generating strong and stable earnings, cash flows and value growth.

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Dr. Jasmin Fischer  
Head of Media Relations  
thyssenkrupp Elevator AG  
Tel: +49 201 844-563054  
E-Mail: [jasmin.fischer@thyssenkrupp.com](mailto:jasmin.fischer@thyssenkrupp.com)  
Web: [www.thyssenkrupp-elevator.com](http://www.thyssenkrupp-elevator.com)  
[www.urban-hub.com](http://www.urban-hub.com)