

Gulf states:

## Looking ahead to tourism



The Persian Gulf states are well-known for high class tourism and there is a big focus on clean beaches in order to fulfill increased expectations.

**Page 3**

## BeachTech in Mexico



### Hot Spots count on BeachTech

For over 10 years, Tecnoclean, the BeachTech partner in Mexico, has been hard at work ensuring the beaches are clean, and their work is bearing fruit. Two more BeachTech machines were delivered to the famous vacation spots of Acapulco and Cancun.

**Page 2**

About 258 million people around the world depend on their jobs in the travel and tourism sector. Most of them along the coasts, as the beach remains a vacationer's favorite destination. Good reason to preserve and take care of it!

**Page 2**



### Tips and Tricks

Quick and uncomplicated: how to connect the BeachTech 3000 to the tractor.

**Page 4**

### Around the globe

BeachTech machines operate in more than 80 countries – for beautiful and clean beaches.

**Page 4**

Enter our website and find all the information about BeachTech:





Marc Giet, team leader BeachTech

## Editorial

The international aspect of our business has always been fascinating. Worldwide contacts with our dealers, building relationships with customers from the private and public sectors, direct communication with the drivers of our beach cleaning machines – this is fun and opens up new horizons for all involved, sometimes generating new friendships.

From a business point of view, the international feel is a significant characteristic for BeachTech. The many different markets we operate in, with their varied political, economic and cultural developments, make our situation in this global business a relatively balanced and kind of secure one.

This is especially true in the distressed regions of Southern Europe. Tourism has always been an important pillar of the economy and needs to be preserved and expanded, as in some of those countries, beach tourism is the only branch that is still functioning.

We and our dealers are happy about the great successes in the Gulf States. On the other hand, and we keep developing, along with our partners in the crisis-worn countries, ways and means to sell our BeachTech machines there as well.

Yours,

Marc Giet

### Pillars of tourism:

# The beach as an economic factor

People in charge of beach operations are working in a very sensitive area. Seen from the tourists' point of view, their beaches must be perfectly clean. But from the ecological perspective, nature with its sensitive flora and fauna should be left untouched wherever possible. Above it all is the crucial economical aspect of beach tourism.

**Around the world, the travel and tourism sector creates 258 million jobs.**

The rapid development of beach tourism over the past 40 years is often described on one hand as a big reason for the wealth of such regions, while on the other hand, beach tourism is thought to have created many of the present problems along the shores. For many small or isolated countries and regions, their beaches are their only noteworthy source of revenue.

The travel and tourism industry is by far the largest employer and most significant external income source worldwide. More than 14 million jobs in North America, for example, are dependent on tourism – an impressive number – especially considering that companies such as industry giants Apple, General Motors, Boeing, etc. combined employ a mere 12 million people in total. The most popular vacation destinations in North America are still – in spite of countless awe-inspiring national parks – the beaches.

**Tourism – the sheet anchor for the Spanish economy**

Spain is one of the most important vacation destinations in the world. In 2012, almost 58 million foreign tourists visited Spain. That was 2.7% increase from the year before and those tourists spent an additional 5.7% to a record amount of 55.6 billion Euros in tourism dollars. According to the world tourism organization (UNWTO), the revenues of Spain range in second place, right behind those of the USA.

This is great news as recently Spain has had its own economic challenges, and found it hard to find positive economic data.

In this much troubled country, tourism accounts for an approximate share of 12% of the gross domestic product (GDP) which has made it the most important sheet anchor for the economy. Similar numbers are true for many other vacation countries – especially those with lots of beaches.

Losing a country's tourism industry can have great negative consequences. This can be seen in countries such as Egypt where a few days of political unrest in 2013 lead to massive cutbacks in the number of tourists. From an average of 40,000 German visitors per year, that number sank within two weeks to a mere 5,000 and understandably so, there were almost no new bookings. Fear of losing one's livelihood spread, not only in Egypt but also among the travel agents. The absence of vacationers deprives more and more Egyptians of their means of existence – as the revenues from tourism was a portion of the 11% GDP. Whether it's political unrest, increasing crime or natural disasters – the reasons for drastic declines are always present.

**High expectations towards quality**

The vacationers' expectations of their hotels are rising as there is a lot of competition and the tourists now have greater demands. According to a survey carried out by holidaycheck.de last summer, waste on the beach is still the number one mood killer. 53.5% of the respondents find nothing more annoying than cigarette butts, beer cans and other garbage in the sand. And in these times of instant communications of blogs of vacation reviews, such information spreads quick.

In the countries with mild climates, the classic beach vacation is still the most favorite and represents a key element of the tourism sector. In relation to the beaches' decisive contribution to the economy, the beach operators take care of their most precious assets to a greater extent. Nowadays, beach conservation and nourishment measures are points of their agendas just as much as maintenance and grooming.



In many beach communities, beach tourism is the most important source of revenue.

## BeachTech in Mexico

**Mexico is striving to return to the glory of the good old days and BeachTech is doing its part to help! Since October, two BeachTech machines have been in operation, along the Acapulco and Cancun coast, making sure their famous beaches are clean, professionally groomed and ready for the tourist season.**



Great interest in the hand over of the new BeachTech Marina in Acapulco by the governor.

Over the 1960s and 1970s, Acapulco prospered and became known as the hot spot tourist destination with VIPs from all industries purchasing vacation homes and turning the city into the backdrop of many movie sets. All of the major hotel chains built huge resorts along the beach; Acapulco was alive and thriving. That changed during the 1990's when this posh tourist destination began to lose its attraction as environmental pollution and crime increased.

Recently, under acting governor of the state of Guerrero, Lic. Angel Aguirre Rivero, numerous efforts have been made to restore Acapulco to the former top tourist destination spot and currently there are several beaches being successfully certified for the local and national clean beach associations. At the end of 2013, and on behalf of the federal government of Guerrero, a BeachTech Marina has been hard at work cleaning the beach of "El Revolcadero", commonly known as the "Diamante of Acapulco" zone, one of the eight main beaches in Acapulco. The regions desire for clean beaches was seen during the hand-over of the machine as various dignitaries, including the governor who introduced the machine, as well as numerous journalists, had come to watch the official launch of the BeachTech beach cleaning machine.

In addition to the Marina, our dealer has also delivered a BeachTech 2000 to the Caribbean coast of Mexico. The Grupo GICA SA de CV, among their many other services, now also offers a beach cleaning service. "We are happy about the assignment to clean the majestic beaches of Cancun, Isla Mujeres and Tulum", says the head of the beach division. "It makes us very proud that we have the chance to work with the advanced technology of BeachTech!" They are planning to expand this service, which is not yet a common practice in Mexico.

The Kässbohrer Geländefahrzeug AG announced that the company TECNOCLEAN SA. de CV., (who just celebrated their 10th anniversary last year), as their direct sales and service partner in Mexico,

# Sheiks treat tourists to a relaxing beach holiday

## Persian Gulf: Looking ahead to Tourism



Arabian customers see for themselves what the BeachTech is capable of.

**Thinking about vacation in the Persian Gulf, what pops up in your mind's eye are extravagant hotels and luxurious shopping malls on artificial islands. With these luxury accommodations, pleasant beaches are taken for granted. Numerous BeachTech beach cleaning machines contribute to the extremely high standards.**



BeachTech Marina on the man-made beach of the Durrat al Bahrain.

In the Persian Gulf region, mineral oil and natural gas still are the backbone of the economy. For a long time yet, there is no end in sight for the dominance of the oil sector. Even if in a while these businesses will not be doing as well as they did during the boom, they have overcome the massive crisis of the past years. In most of the Persian Gulf states, efforts are taken to develop further branches of economic activity. All over the region, artificial islands and luxury resorts keep mushrooming from the sandy land. The emirate of Qatar is more and more focusing on international tourism, especially in the capital of Doha which is the economic and cultural center of this emirate. Doha has an excellent road network which also connects with the United Arab Emirates. Abu Dhabi too is looking for ways to diversify its economy and is concentrating on tourism. The same is true for the Kingdom of Bahrain where the inner Arabian tourism is becoming

really important. Dubai, somewhat strained during the past few years, changes back to its former strength as a commercial platform and further expands on tourism. Besides shopping, tourists here find everything their hearts desire. Guided desert tours with information about Arab traditions are very popular. Golf and polo are offered, horseback riding, scuba-diving and water sports of all kinds. Extraordinary aqua parks as well as indoor skiing facilities are to everybody's liking. All of this in warm temperatures while there is winter in Europe.

### Kanoo Group: a fruitful collaboration

The cooperation with Kanoo Machinery in the U.A.E. which started about ten years ago, turned out very fortunate for BeachTech. Kanoo Machinery is a division of the Kanoo Group, one of the largest independent, family owned business houses in the Gulf region, which has diversified interests in shipping, travel, machinery, logistics, property, oil & gas, power, chemicals, training, joint ventures, retail and commercial activities among others and are well equipped to provide BeachTech support.

From its beginning some 40 years ago, Kanoo Machinery has grown significantly – together with the development of the oil & gas industries and the growing infrastructure. A team of 120 employees represents numerous famous manufacturers of road sweepers, mobile cranes, welding equipment, loaders and excavators, etc. and BeachTech beach cleaning machines. Naturally, their offers include after sales service, repairs and rentals.

### High expectations to hotels and beaches

Since the first BeachTech sales in the United Arab Emirates, it has become clear that beach cleaning is a serious issue in the complete Gulf region. In close relation to the impressive construction boom, a remarkable demand has developed. At the beginning, there is still a lot of building rubble and rocks on the beaches of the artificial islands, so having a BeachTech machine operating there during the construction process is a prerequisite for a fine beach. By now, there are beach cleaning machines from the Kässbohrer company cleaning beaches on all the famous artificial islands such as "The

Palm Jumeirah" in Dubai, "The Pearl" in Qatar or "Durrat al Bahrain". Even if beach life is not the most important aspect of a trip or a real estate investment in the Gulf region, for the sophisticated tourists and owners a perfectly groomed beach is just a must for such exclusive hotel and residential estates.



Exhibitor Kanoo on the Clean Middle East fair in Dubai.

More than 100 BeachTech machines are being operated in the Gulf region. With this astonishing number of machines and thanks to our dedicated dealers, BeachTech is by far the market leader in this area.

### Contact your nearest BeachTech dealer:

VAE, Kanoo:	www.kanoo.com
Dubai, Kanoo:	james.mcsorley@kanoo.ae
Abu Dhabi, Kanoo:	lloyd.monteiro@kanoo.ae
Al Ain, Kanoo:	amgr-alain@kanoo.ae
Ras Al Khaimah, Kanoo:	machineryrak@kanoo.ae
Katar, Obaikan:	venn@obaikanes.com
Kuwait, Global Venture Group:	andrew@gvctc.net
Saudi-Arabia, New Alwadi:	newalwadi@hotmail.com
Oman, Arabian Engineering Services:	sbgas@omantel.net.om



For more than 10 years, our man in Mexico: Siegfried Bretschneider.

guaranteeing service for our BeachTech beach cleaning machines and to provide a direct contact person in the country for our customers. The founders and directors of this company in Aguascalientes, the geographic center of Mexico, are Mr. Siegfried Bretschneider and Lic. Ma.T. Perez Pardo. "It has been

one of my dreams to put German machines onto the beautiful beaches of Mexico to get them clean", says the German graduate engineer who has lived in Mexico for the past 20 years. The company, Tecnoclean, represents many different types of cleaning machines and services approximately 20 BeachTech machines that are used on the famous beaches of Mexico. Tecnoclean also has partners in several coastal communities in order to ensure quick response for all sales and service matters.

Concerning the beaches, a lot has changed for the better in Mexico in the recent years. There is more and more mechanical beach cleaning and more initiatives for clean beaches. "I am convinced that the next generations, as well as the marine fauna will be grateful to us for what we are trying to do here," says Siegfried optimistically, "because this is just a beginning!

"Mexico features 11,953 kilometers of gorgeous coastline with more than 450 beaches on the Caribbean and the Pacific shores. Its tropical climate and places filled with centuries of history make Mexico a first class tourist destination.

Considering the vast distances and the special circumstances in this fantastic country, a decent handling of the market is not easy. "It takes a lot of skill to convince people of mechanical beach cleaning and of the outstanding technology of the BeachTech machines. But we are aiming high in order to keep our beaches clean," says Siegfried Bretschneider.

We wish him lots of success!

Contact: TECNOCLEAN SA., [tecnoclean@prodigy.net.mx](mailto:tecnoclean@prodigy.net.mx)

# Tips and tricks BeachTech 3000 Connection to the tractor



The beach cleaning machine must be connected only to tractors that are designed to admit a load of 1,500 kg on the tow bar.  
**Check: The BeachTech 3000 is secured with chocks under the wheels so that it cannot roll away. The parking brake is activated. Nobody must stand between the vehicles!**

On Youtube you find this instruction as well as a lot of other interesting videos!



## 01 Connect the BeachTech to the tractor

Use the supporting wheel to position the tow bar of the BT 3000 horizontally. Adjust the position of the towing hitch of the tractor accordingly. Slowly back up the tractor towards the BeachTech. Lock the towing eye into the towing hitch of the tractor. Secure with the coupling pin and lock ring. Connect the breakaway cable of the parking brake with the tractor.

## 02 Supporting wheel

Release the supporting wheel with the foot pedal. Use the handle to crank it up. Swing the supporting wheel backwards, in driving direction, and lock it into the slot of the tube! It must noticeably lock into place. Remove the chocks.



## 03 Mount the drive shaft

See the instructions of the manufacturer. Mount the drive shaft to the BeachTech 3000 first. Then mount it to the tractor. It must be adjusted depending on the type of tractor and according to the instructions of the manufacturer. Hook the safety chains of the drive shaft to a fixed part of the tractor and to the BeachTech.

## 04 Unlock the dump body and the Pick-Up roller

Release the transportation safety devices:

- Dump body:** turn the yellow lever on the cylinder at the side of the dump body to the left (in driving direction)
- Pick-Up roller:** remove the clevis that is located above the middle of the pick-up cover plate



## 05 Connect the electrics

- Lighting:** insert the black plug into the corresponding black socket on the tractor (this is a standard feature on all tractors).
- Vehicle functions:** mount the white socket that was delivered with the BeachTech on the tractor and connect the electrics (see wiring diagram). Insert the white plug.

## 06 Connect the remote control

At the bottom of the engine hood there is the plug and socket connection for the remote control that was delivered with the BeachTech. Insert the plug with a turning motion. Now put the remote control inside the tractor's cab.



## 07 Release the parking brake

Push the button on the parking brake and release it at the same time.

## 08 Function check

Check the following functions with the engine running and with the auxiliary drive turned on: lift / lower collector box, lift / lower dump body, lift / lower Pick-Up roller. Set the PTO to 1000 rpm and turn on the PTO drive. Select method for beach cleaning: raking, screening or mixed technique.

# Around the Globe

BeachTech machines are operated in more than 80 countries – for beautiful and clean beaches. Our partners around the world provide professional assistance before and after the purchase of a machine.



The most recent additions to the BeachTech family: Peru, Azerbaijan and Brazil (top down).

## Preview BeachTech 2014

### October 2014

- Tradeshow **ECOPLAYAS** (Spain, Bilbao)
- National Coastal Conference (USA, Virginia Beach, VA)

### November 2014

- Tradeshow **ECOMONDO** (Italy, Rimini)

### Service Numbers:

Technical Customer Service fax +49 (0)7392 900-100  
Gerhard Strähle phone +49 (0)7392 900-103  
Tobias Kirsamer phone +49 (0)7392 900-137

Spare Parts Sales phone +49 (0)7392 900-135  
Christof Heim fax +49 (0)7392 900-130

Sales phone +49 (0)7392 900-460  
Marc Giet fax +49 (0)7392 900-470

### Credits:

Published by: Kässbohrer Geländefahrzeug AG  
Kässbohrerstraße 11, 88471 Laupheim, Germany,  
phone +49 (0)7392 900-0, fax +49 (0)7392 900-470,  
info@beach-tech.com,  
www.beach-tech.com;  
The next edition will be issued in autumn 2014.  
Total circulation: 6.500,  
editor: Patricia Röhl