

Market Perspective – Cibes Lift Group

Space-Efficient Lift Solutions for Indonesia's Growing Property Market

Company overview

Cibes Lift Group is a Swedish manufacturer of screw-driven platform lifts and home lifts. Founded in Gävle in 1947, the group operates in more than 70 countries and has delivered more than 100 000 lift solutions worldwide. It specializes in low-rise buildings rather than high-rise towers: selected models install without a separate machine room and require only a shallow pit, or a ramp where no pit is possible, and a prefabricated shaft reduces the volume of heavy construction work.

Cibes established PT Cibes Lift Indonesia in 2016. By 2025 the subsidiary had completed more than 900 installations in the country, across private residences, offices, hotels, healthcare facilities and public buildings. It operates experience centers, technical and installation teams, and an after-sales maintenance function.

Why Indonesia?

Several structural trends in the Indonesian property market align with the Cibes offering:

- Limited urban land is pushing residential construction upward. Two-, three- and four-story houses are increasingly common in major cities.
- Aging parents and multigenerational households are making internal mobility part of long-term home planning rather than a luxury addition.
- The premium and boutique property segment is expanding, and a growing middle class is raising expectations for quality and amenity in housing.
- Accessibility is moving from an optional feature to an expected one in residential, hospitality and public building design.
- Healthcare and hospitality investment is creating institutional demand beyond private residential buyers.

Indonesia remains one of Southeast Asia's largest property markets by volume. Competition is intense, but the segment in which Cibes operates is narrower and turns less on price.

Market entry approach

Cibes entered through a wholly local operating company rather than an export or distributor-only model. The reasoning is practical: a lift requires a technical survey, planning, installation,



commissioning, scheduled maintenance and access to spare parts over many years. An arms-length structure creates service risk across all of those stages.

“A lift is not a product that should be sold and left behind.”
— Susana Nuke Hendriarianti, Managing Director, PT Cibes Lift Indonesia

PT Cibes Lift Indonesia manages the relationship from first consultation through installation to after-sales service. Its customers include homeowners, architects, interior designers, contractors, developers, and institutional buyers in hospitality and healthcare. The company works with them from the early planning stage rather than at the point of specification.

Challenges in the Indonesian market

The operation has had to address several recurring constraints:

- Buyers frequently compare a home lift with a conventional passenger elevator, although the two differ in purpose, construction requirement, speed and power draw. Explaining that distinction is part of every sale.
- Building conditions vary widely. Heat, humidity, coastal air, access routes, electrical supply and structural condition all affect the specification of an individual project.
- Much of the demand is retrofit into finished houses, requiring checks on available space, structure, headroom and the route for bringing components into the building.
- Servicing outside Java is logistically demanding across an archipelago, and institutional procurement in hotels, hospitals and schools involves long lead times and multiple decision-makers.

The company's response has been to keep product knowledge and service quality inside the local organization rather than delegating them. In its own assessment, a local team is not an added benefit but part of the solution being sold.

Swedish strengths that translate well

- Safety is engineered into the product rather than added to it. Relevant Cibes platform lift models are designed in line with EN 81-41 for vertical lifting platforms, which carries weight with institutional procurement teams.
- Space efficiency suits the market. Screw-driven systems fit compact plots and existing houses where a conventional shaft and machine room are not feasible.
- User-centered design matters to this buyer group. Clean lines, glass shafts and considered materials allow the lift to read as part of the interior rather than as equipment.
- Long-term reliability is supported operationally, through trained technicians, scheduled maintenance and spare-parts planning, and the company competes on lifetime value rather than lowest installed price.



“Design creates the first impression, but trust is built through safety, installation quality, transparent communication, and dependable service.”
— Susana Nuke Hendriarianti

Outlook

Indonesian urban housing will continue to build upward, and accessibility is likely to strengthen as a design consideration in private homes, hospitality, healthcare, schools and boutique commercial buildings. That shift widens the addressable market beyond early adopters.

Cibes’ stated priorities are strengthening local technical capability, supporting architects and designers with better technical information, and maintaining after-sales service as the installed base grows. These extend the original entry thesis rather than change direction.

Key lessons for Swedish companies

1. Local presence is not optional for products that require installation and maintenance. Customers are buying a service relationship, not a unit.
2. Market education is part of the sales model, not an overhead. Buyers often need to be shown how a home lift differs from a passenger elevator before price is discussed.
3. Competing on price in Indonesia is rarely the right strategy. The premium segment rewards safety, design and service support.
4. A standardized product still requires an individual survey. Heat, humidity, coastal air, electrical supply and structure differ site by site, and service coverage beyond Java has to be planned for.

Fast facts

Sector	Home lifts, platform lifts and accessibility solutions
Founded	1947
Headquarters	Gävle, Sweden
Global presence	More than 70 countries
Installations worldwide	More than 100 000
Key offering	Screw-driven lift systems for low-rise buildings
Indonesian focus	PT Cibes Lift Indonesia, established 2016; more than 900 installations by 2025