

## Case IH holds training events for Middle Eastern salespeople and customers

St. Valentin, 28 June 2016

Following the success of its commercial training and customer demonstration event in South Africa, Case IH replicated the format in Saudi Arabia with a session held in the National Agricultural Development Company between sales representatives and local customers from the Middle East region.

The brand also invited sugarcane growers to attend its Sugar Camp in Australia, recognised for the cutting edge technology and sustainable sugarcane growing.

### Hay and Forage Training Camp in Saudi Arabia

Case IH, in collaboration with its distributor in Saudi Arabia GCC, recently conducted a two-day Hay and Forage commercial training event for its salespeople. The event was held in the Al Jouf region, in the north of the Country.

The session consisted of classroom training and a practical workshop with competitive comparisons in the field. The event, which focused on mowers and conditioners, self-propelled windrowers, windrowers heads, wheel rakes and balers, highlighted the advantages and the performance of Case IH products.

The training session was held in the National Agricultural Development Company – the second biggest corporate farm in the country – where the participants were able to conduct night-time baling operations in the field. On the second day, more than 40 customers joined the event.

“This training certainly helped to increase our salespeople’s confidence in presenting the advantages of the Case IH products and raise awareness of their benefits among customers. We were able to demonstrate our competence and the performance of our Hay and Forage equipment compared to the competition,” says Hassib Thabet, Case IH Business Manager for the Middle East and Part of Maghreb.



PRESS RELEASE

### **Sugarcane Camp 2016 takes Case IH Customers to Australia**

Case IH organized a workshop for its key sugar cane customers from Africa and the Middle East. The event took place in Australia, one of the world's most efficient and innovative producers and exporters of sugar recognized around the world for cutting edge technology and sustainable cane growing.

The participants visited various growing areas in the country to view different conditions and approaches to farming. They were able to see how Case IH is helping innovation leaders as the partner of choice for progressive sugar growers.

The workshop began in Townsville, an important sugar-growing district, with an introduction of the Austoft sugarcane harvesters and an overview of the Australian sugar industry. The participants were taken on field visits to see seed cane harvesting, planting operations and land preparation, where they were able to see first hand the Case IH AFS Guidance system at work.

The tour continued with a visit to the Sugar Research Australia Plant Breeding facility to discuss plant breeding and variety selection. To supplement the information presented at the research facility, the brand also organized a trip to a local mixed sugar and vegetable farm in Cairns. This city developed a railhead and major port to service the agricultural market of the Atherton Tableland region – including sugarcane export.

After a day in the Atherton Tablelands, the Sugar Camp 2016 moved to Sydney, where Case IH Australian team welcomed the African and Middle East customers, who shared ideas and experiences from their own regional industries.

“The Sugar Camp 2016 was a great opportunity for our customers to share information about the performance, productivity and the know-how of Case IH and, most importantly, to discover the power and unique solutions that the brand has to offer,” says Daniel Bordabossana, Case IH Marketing Manager for Africa and the Middle East.

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Press releases and photos <http://mediacentre.caseiheurope.com/>.

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*effective in the 21st century. More information on Case IH products and services can be found online at [www.caseih.com](http://www.caseih.com).*

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**For more information contact:**

Silvia Kaltofen  
Ph: +43 7435 500 652

Case IH Communication Specialist Africa & Middle East

Email: [silvia.kaltofen@cnhind.com](mailto:silvia.kaltofen@cnhind.com)  
[www.caseih.com](http://www.caseih.com)