

Case IH Sponsors and Participates in the 7th Africa Sugar Conference

Case IH official Gold Sponsor of 7th Africa Sugar Outlook Conference / Case IH presents its approach to the mechanisation of sugar cane farming

St. Valentin, 10 April 2017

Case IH took part, for the seventh year running, in the Annual Africa Sugar Conference held in Nairobi, Kenya from April 4th to the 6th. The two-day event, which was covered by the international business and trade media, gathered in Nairobi around 200 participants representing senior decision makers from government, industry bodies, millers, traders, advocacy groups and service providers from across the world. The delegates discussed the trade and investment opportunities in Africa's sugar sector. For the first time, the conference also invited top sugar producers from the region to speak about sustainability and Corporate Social Responsibility.

Speakers at the event included Ian Allen, General Manager of the Agricultural division of Case IH distributor in Kenya, TTEA. He provided advice on the mechanization of sugar cane farming, presented Case IH's approach to supporting producers on their path to higher productivity and sustainability, and introduced the brand's new Corporate Farming division focused on offering large-scale operations with everything they need from a single source. Case IH was also the Gold Sponsor of the Conference for the seventh year running.

Ian Allen explained how Case IH is able to support sugar cane farmers with the knowledge it has gained in 50 years of experience in this sector: "Case IH is the leader for technology and expertise. We offer a complete range that covers every phase of production, from cultivation equipment to sprayers and the most trusted sugar cane harvesters in the industry. Case IH has a dedicated Corporate Farming division with a professional team helping farmers with advice on mechanization of all aspects of large-scale farming. Our specialist teams are available to support these customers with a full package of consultancy on machine selection for bush clearing, land preparation, seeding, harvesting and transport to the mill."

Mr Allen presented Case IH and TTEA's approach to business, based on a knowledgeable network of employees, dealers and distributors. The aim is to develop a close lasting relationship with international corporations, focusing on productivity enhancements to improve their return on investment. Emphasis is given to researching and applying technology in order to minimize the risks

of farming, developing flexible financial services offerings, and ensuring accessible and efficient parts and service support.

Brian Hall, Case IH Corporate Farming Specialist, commented: “This event gave us the opportunity to introduce the new Case IH Corporate Farming division which offers dedicated professional support for Sugar Cane farmers.”

Nadir Ekiz, Case IH Business Manager East Africa & Middle East, concluded: “At Case IH we understand the mechanization needs of sugar cane businesses. We are able to support them with our expertise and a full line of equipment, as well as advice on the renewal of their fleet and the financing plans that are the best fit for their specific business.”

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

Case IH is the professionals' choice, drawing on more than 170 years of heritage and experience in the agricultural industry. A powerful range of tractors, combines and balers supported by a global network of highly professional dealers dedicated to providing our customers with the superior support and performance solutions required to be productive and effective in the 21st century. More information on Case IH products and services can be found online at www.caseih.com.

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