

## Over 100 salespeople take part in Case IH Training Camp in South Africa.

*Case IH organized a training camp for its dealers of Africa and the Middle East, followed by a Customer Day that gathered 400 visitors.*

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Case IH recently hosted a Commercial Training Camp for over 100 salespeople from the African and Middle East regions. The two-week training session, which took place from the 5th to 14th of April, was held in Parys, South Africa. The first week was dedicated to salespeople from South Africa and the second to salespeople from the rest of Africa and the Middle East.

The Commercial training camp provided extensive first-hand information on the Case IH product range and its advantages and included competitive comparisons. The training focused on products and sales features specific to the respective markets and their customers. Highlighted products were, among others, the Axial-Flow 140 and 240 series, the Magnum and Magnum Rowtrac, Puma, Ecolo Tiger and True Tandem Turbo.

During the practical training, the participants had the opportunity to get behind the wheel and test drive Case IH tractors and combines. Participants were accompanied and assisted by Case IH Commercial Training experts. They were shown the latest product advancements and enhancements and encouraged to ask sales related questions.

“The training offered our dealers and their salespeople an excellent opportunity to experience in depth the Case IH product range and the power of the brand in the field,” explains Gavin Enright, Commercial Training Manager for Europe, Middle East & Africa.

The two-week Training Camp was rounded off with a Customer Day event with more than 400 visitors from Africa and the Middle East attending.

The practical training took place on the 13,000 hectare Cairo farm, belonging to a Case IH subdealer of Northmec (South Africa’s dealer) who is also an important customer in the region.

Jaap Van der Westhuizen, dealer principal of Cairo Group, commented on the quality of the event and the high profile of its organization: “I would like to highlight the excellent job made by the training staff. They are all experts in their field. The passion and the knowledge they have for the products are of world-class standard.”

“This kind of training gives salesmen and all the people involved a very good and fresh look at the newest improvements on the products, as well as their advantages. We also appreciated the hands on comparison between Case IH and other products on the market,” says Jaap.

“The machines used at the theoretical and practical training were selected well to cover the whole range of product offering but I would say that the product that stood out above all was the new Magnum Rowtrac equipped with the CVT transmission,” says Jaap. An opinion of a dealer, but also of a relevant Case IH client. “Our Farming division plant has 13 000 ha of land. The products we produce are Soya, Sunflower, Corn and Sorghum. We only use Case IH products on the farm because they are reliable and they deliver to their customers needs,” concludes Jaap.

Also the recently appointed Qatar dealership, Nasser Bin Khaled & Sons, attended the event. Founded 60 years ago, Nasser Bin Khaled Holding and its subsidiaries were built from the ground up with the singular vision of supporting Qatari society. NBKS includes a heavy equipment division that has played a key role in building national monuments and infrastructures that underscored the emergence of Qatar on the world scale. Today, their Agricultural division is the first company in Qatar with a large customer database. Also thanks to the Case IH product offering, NBKS has reinforced its reputation for equipment that spells quality, durability and reliability.

When asked about the South African training session, Engi Murtada, NBKS dealer principal says: “Nature is part of our job and the choice of the location was perfect under this point of view. It was great to test-drive the new products on the fields. We also appreciated how professional the trainers were, sharing with us information on the new products and also practical experiences. In addition, the chance to share best practices with other dealers and salesmen coming from different markets and countries was very valuable.”

Regarding the products, Engi Murtada says: “Everything was amazing for me, especially the new Farmall JXM, the Magnum and the Patriot sprayer. These machines are like robots for me: reliable and top-quality: really amazing!”

“The Case IH brand is a competitive brand worldwide. It is diversified in all fields and can compete in every way. We have a complete product offering and can ensure farmers that we have everything to meet their expectations and needs,” concludes Engi Murtada.

Exceeding customers' expectations in terms of productivity and profitability and supporting them with innovative products and excellent services is Case IH's mission. In the Middle East region, in the world.

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Press releases and photos <http://mediacentre.caseiheurope.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](http://www.caseih.com).*

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