



Case IH, CASE CE Showcase Contributions in 'Feeding the Planet Energy for Life'

The 'Spirit of Farming' display presented at the USA Pavilion during the Expo 2015 in Milan showcases the role of agricultural equipment for modern farming

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CNH Industrial companies [CASE IH](#) and [CASE Construction Equipment](#) are featured as the exclusive agricultural machinery and construction equipment sponsors of the USA Pavilion at the Expo 2015 in Milan, the universal event being held in Milan, Italy, until the end of October 2015. This sponsorship demonstrates the company's support of farmers and the agricultural industry at large. The Expo addresses topics such as efficient and sustainable agriculture and infrastructure for society, as well as creating an understanding for the role of agriculture and agricultural engineering through its overarching theme, 'Feeding the Planet, Energy for Life'.

With a theme of 'American Food 2.0: United to Feed the Planet', the six month exhibit features innovation and technology stories, thus demonstrating the role of productive and environmentally friendly agriculture to the more than 20 million visitors who are expected to visit throughout the course of the event.

"We're excited to partner with both the Case IH and CASE CE brands of CNH Industrial, a leading company which plays an important role in tackling global food-system challenges through their commitment to sustainability and innovation," said Doug Hickey, commissioner general of the USA Pavilion at Expo 2015 in Milan. "I think our pavilion's focus on innovation in the areas of food, nutrition and sustainability will spark an important conversation at the Expo about feeding the future. We especially look forward to convening with other country pavilions at Expo so we can together develop innovative solutions for feeding 9 billion nutritiously and sustainably."

In addition to video displays, Case IH and CASE CE's presence includes pictures and impressions highlighting the important role of both brands in modern agriculture, and the branding of the 'Food Truck Nation' dining area and merchandising activities.

"With its full line of construction equipment, CASE plays an important role in the American infrastructure sector providing complete and innovative solutions for the building industry," said Chris Perkins, CNH Industrial Construction Equipment product portfolio and brand marketing manager. "The brand's products are showcased at work in agricultural applications in images and videos



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prominently displayed around the pavilion, demonstrating these machines' contribution to the infrastructure required to feed the country's population."

Expo 2015 is of particular significance to CNH Industrial as agricultural machinery is one of the company's core business components. As an Official Global Partner of Expo and exclusive agriculture and construction equipment corporate sponsor of the USA Pavilion, CNH Industrial is present at Expo through many of its brands, including Case IH, CASE Construction Equipment, New Holland Agriculture with its own Sustainable Farm Pavilion, Iveco, Iveco Bus and FPT Industrial.

To learn more about Case IH, CASE CE, and CNH Industrial at Expo 2015 in Milan, please visit: cnhindustrial.com/en-us/expo_2015/

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