

27/11/2017

Handover of New Holland products to GIZ “Agricultural Mechanisation and Technology for Smallholder Productivity” and “Green Innovation Centre” Projects in Ethiopia

New Holland Agriculture with the support of its local distributor MOENCO has delivered 6 units of New Holland branded T6080 Cab tractor and 2 units of New Holland branded TC5.80 combine harvester with 17ft grain header high capacity and 6 rows maize header to the German Cooperation “Agricultural Mechanisation and Technology for Smallholder Productivity” (AMTP) and “Green Innovation Centre” (GIC) projects implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH in Ethiopia.



PRESS RELEASE

The products were handed over during a ceremony in the Agricultural Training Center in Kulumsa, Ethiopia, attended by AMTP Senior Agricultural Expert, Dr. Tatek Woldu, MOENCO Agricultural and Industrial Equipment Sales Division Manager, Mr. Alehegn Gebru, New Holland Agriculture Africa Business Manager, Yasin Şeker and New Holland Agriculture Middle East & Africa Marketing Manager, Hakan Dönmezer.

The agricultural sector is considered as one of the major sectors driving growth in Ethiopia. About 80% of the Ethiopian population is active in agriculture, farming is dominated by smallholders. To improve smallholder farmers’ productivity and profitability and the performance of the agricultural sector, efficient and timely delivery of inputs to farmers as well as access to mechanisation and technology are important factors. In the Ethiopian Arsi Zone, Oromiya Region, where the two GIZ projects have the objectives to improve smallholder farmers’ productivity and profitability through innovations in the farming system, mechanisation service providers offer a range of mechanised field operation to smallholders.

T6000 Range Command™ and Power Command™: Agile, Powerful and Productive.

New Holland branded agricultural equipment is used by many small and large scale farmers around the world and such equipment is a fundamental tool of work for farmers to contribute to the productivity of the agricultural sector. New Holland branded T6080 tractor model which was delivered to the above mentioned GIZ projects, is a tractor with light weight and exceptional power delivery. Rated horsepower on all T6000 RC/PC models automatically increases to meet challenging PTO, hydraulic and transport applications. It is designed to make operation even easier and ideal choice for general farm applications. Comfortable armrest is a significant step forward in terms of operator control. It is simple to use and understand, and all key functions can be quickly and easily accessed.

TC5 Series: Brilliant performance.

New Holland branded TC5.80 combine harvester is one of the products that was delivered to the GIZ “Green Innovation Centre” project in Ethiopia. Inter alia, their objective is to train mechanisation service providers modern and sustainable methods of agricultural production and efficient use of agricultural machinery, as well as the skills to maintain such machinery. Especially the multiplication of improved wheat varieties through smallholder farmer associations is supported through the machines.

New Holland TC combines match performance and productivity with high sample quality and gentle straw handling. The TC range provides highest capacity in its segment with advanced features and offers a wide specification choice to match farmers’ specific needs. Due to its advanced features and premium comfort the TC range is the market leader in its segment, providing small and mid-sized farmers, cooperatives and mechanisation service providers the ideal solution for their business.

During the handover ceremony, Yasin Şeker, New Holland Africa Business Manager said: “New Holland has a strong presence in Ethiopia which is one of the most important markets in the East Africa region. This plays a key role to enhance New Holland’s commitment to continue innovating and adapting to market demands. Despite the challenging market situation, New Holland focuses on maintaining its performance in the market through its products and continues to invest in Ethiopia in support of our local distributor MOENCO.”

Hakan Dönmezer, New Holland Middle East & Africa Marketing Manager added: “We as New Holland are developing innovations that meet the requirements of agriculture to provide today’s farmers the technologies and equipment they need to run their operations efficiently and profitably. It is a valuable opportunity for New Holland to improve the knowledge in order to set up future actions to meet the needs of Ethiopian farmers.”

New Holland Agriculture's reputation is built on the success of our customers, cash crop producers, livestock farmers, contractors, vineyards, or grounds care professionals. They can count on the widest offering of innovative products and services: a full line of equipment, from tractors to harvesting, material handling equipment, complemented by tailored financial services from a specialist in agriculture. A highly professional global dealer network and New Holland's commitment to excellence guarantees the ultimate customer experience for every customer. For more information on New Holland visit www.newholland.com

New Holland Agriculture is a brand of CNH Industrial N.V. (NYSE: CNHI /MI: CNHI) a global leader in the capital goods sector with established industrial experience, a wide range of products and a worldwide presence. More information about CNH Industrial can be found online at www.cnhindustrial.com



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