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# Jekko names UK district manager

Italian spider crane manufacturer Jekko has appointed Marco Piccin as sales area manager for the UK and Ireland, adding to his current territory of Scandinavia, the USA, Canada and Mexico.

In his new role he will work with Kevin Keogh Crane Services in Ireland, and Jekko's new dealer in the UK Foster Crane & Equipment, which was **appointed just last month**



Marco Piccin

Piccin **joined Jekko in 2022** originally as export area manager for Northern Europe, the Middle East, East Asia and Australia. He was previously export manager with office furniture contractor Leyform, having begun his career in 2011 with a contractor's technical studio working on computer models for data management and energy use audits. In 2015 he spent a short period as an intern with the Italian chamber of commerce in Canada, before moving to Ireland the following year, initially with Glass Lewis and then Cook medical, returning to Italy in 2017 and starting with Leyform.

Speaking of the new responsibilities Piccin said: "Accepting the assignment to manage the British market for Jekko was straightforward, especially considering the possibility of collaborating with two prominent companies like Foster Crane and Kevin Keogh. I look forward to working closely with them both, leveraging my experience in markets that share knowledge and expertise in mini crane technology. Certainly, there will be significant challenges, but with the support of the Jekko team, we will strive to assist the two distributors in consolidating and expanding Jekko's market in the UK and Ireland."

Commercial & marketing director Alberto Franceschini added: "As part of the reorganisation and division of market responsibilities, we have decided, in collaboration with Marco to extend his responsibility to the UK and Irish markets. This choice is not only dictated by the need to standardise the markets followed by Piccin in terms of language, time zones, and customer type, but also by the desire to support our dealers with a capable, precise, and punctual professional, able to provide the vision and support expected by each of them. Piccin, with his experiences in similar markets, will stand out and be appreciated in these new territories as well, thanks to his commercial skills oriented toward the Anglo-Saxon mentality."