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PRESS RELEASE

Marco Piccin: new Sales Area Manager for the UK and Irish market

Jekko is pleased to announce the appointment of **Marco Piccin** as the new **Sales Area Manager for the British market**. Marco, the latest talent to join the sales team, has quickly demonstrated his ability to manage different markets and countries, combining it with a strong technical expertise. Already responsible for Scandinavia, the USA, Canada, and Mexico, Piccin has stood out for his calmness, precision, and reliability, becoming a reference point for dealers in the mentioned countries and quickly gaining their trust.



The established partnership with **Kevin Keogh Crane Services**, which provides solid support in business development in **Ireland**, and the recent entry of **Foster Crane & Equipment Ltd** as an official Jekko dealer in **the UK**, where it has a strong and recognized presence, are tangible signs of the **enthusiasm** and **competence** surrounding the brand from the Veneto region in the English market.

Marco Piccin comments: "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 & Equipment Ltd and Kevin Keogh Crane Services. I look forward to working closely with 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 Foster Crane & Equipment Ltd and Kevin Keogh Crane Services in consolidating and expanding Jekko's market in the UK and Ireland."



Marco Piccin and Andrew Foster (Foster Crane & Equipment Ltd.) at Jekko Headquarters

Alberto Franceschini, Commercial & Marketing Director of Jekko, adds: "As part of the reorganization and division of market responsibilities, we have decided, in collaboration with Marco Piccin, currently responsible for strategic markets such as North America and Scandinavia, to extend his responsibility to the UK and Ireland markets. This choice is not only dictated by the need to standardize the markets followed by Piccin in terms of language, time zones, and customer type, but also by the desire to support our dealers Foster Crane & Equipment Ltd and Kevin Keogh Crane Services with a capable, precise, and

punctual professional, able to provide the vision and support expected by each dealer. 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."