

PRESS RELEASE - August 2nd, 2024

Chen Li is Jekko's new Export Area Manager

Chen Li is Jekko's latest entry as Export Area Manager for Asia-Pacific region.

With a Bachelor's Degree in Mechanical Design, Manufacturing and Automation at Shanghai Ocean University, Li brings a solid 20years experience in sales in electronics, construction equipment, off-road machinery sales and rental companies.

Li will be responsible for the business development of the Asia-Pacific region, supporting our network of valuable Dealers and widening it further, spreading Jekko's brand recognition even further.

Chen Li says: "Become a member of Jekko is a big honour. The Asia-Pacific market has the most population in the world with a strong and solid requirement. Rapid infrastructure development and urbanization in the region are important factors driving this growth. Under the support from Jekko team, we will expand the Jekko market in the region with our partners.

Alberto Franceschini – Jekko's Sales Director – comments the news as follows: "The Asian market represents the next and most important challenge for Jekko. After years of supplies, new Dealers and excellent feedback from Users, the Company has decided to speed up and define a more concrete policy in the area.

For a niche product like Jekko's, where brand awareness has to be strengthened, people make the difference. I met Chen Li eight years ago and was very impressed by his very fast and modern approach. Chen Li reflects exactly what we were looking for: a very technically minded person, with an excellent knowledge of the rental market and business dynamics, with very good people and communication skills.

I am sure that Chen Li will enable Jekko to make a further name for itself in the area, not only for the quality of our products, which is increasingly sought after and recognised as a differentiator, but also because of the great professionalism of our new colleague.

Important results have arrived, and we are sure that many will come, thanks also to the fact that we will be present for the first time as exhibitors at Bauma China 2024.