

PRESS RELEASE

Jekko debuts at Bauma China



Jekko makes its debut at **Bauma China** for the first time in its history. This premier trade fair, held in Shanghai from November 26 to 29, is Asia's largest gathering for construction machinery, building material machines, mining machines, and construction vehicles, making it an ideal platform for Jekko to showcase its latest innovations and solutions to the world's fastest-growing market.

Why Bauma China?

Bauma China is not only a hub for industry leaders but also a vital event for companies aiming to make a mark in the Chinese and broader Asian markets. With more than 3,000 exhibitors from around the globe and over 200,000 trade visitors expected, Bauma China offers a unique opportunity to forge partnerships, expand business networks, and gain a deeper understanding of the Asian market's demands.

For Jekko, participating in this prestigious event underscores its commitment to international expansion in the Asian region, started with the appointment of Chen Li as Jekko Area Manager, to the assignment of AP Rentals as Dealer for Hong Kong, Macau and Singapore.

Showcasing Cutting-Edge Crane Technology

Chen Li, *Jekko Area Manager*, declares: "At Jekko booth we will showcase the latest crane model and technological advancements that make Jekko minicranes the ideal solution for jobsites where space is restricted, and maneuverability is essential. Visitors can expect an impressive lineup of solutions tailored to address the unique challenges of the construction and industry sectors. Notably, Jekko will unveil its groundbreaking innovations designed to enhance safety, improve energy efficiency, and optimize the overall operational experience in crane usage."

Alberto Franceschini, *Jekko Sales Director*, adds: "The expansion project towards the Asia market started many years ago and is part of a clear strategy and vision of Jekko towards this area which is so important for us for the future."

Jekko Team awaits you in Shanghai from November 26 to 29 at **pavilion N2, booth n. 120**.