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Jekko Goes Direct in the Netherlands with Jekko Nederland

Jekko establishes a new directly owned subsidiary in one of Europe's most strategic mini crane markets.

Jekko strengthens its international presence with the establishment of **Jekko Nederland**, a new commercial subsidiary wholly owned by Jekko.

The Netherlands: A Market That Sets the Standard

The Netherlands is one of the world's most developed markets for mini cranes, with an exceptionally high concentration of machines relative to its population.

It is a mature and highly competitive market, where customers are particularly demanding in terms of technology, performance, efficiency and innovation. The country is also home to major international players in the lifting equipment and machinery rental industries, making it a strategic hub with significant business opportunities.

For Jekko, this combination of market maturity, technological openness and growth potential makes the Netherlands a natural choice for further investment.

"The Netherlands is not simply another market for Jekko. It is one of the markets where the value of our technology and the performance of our machines can be best appreciated," comments ***Diego Tomasella, CEO of Jekko****. "We believe that such a strategic country deserves our direct commitment. The excellent results achieved by our directly owned branch Jekko Deutschland have confirmed that being closer to customers, with a dedicated local organization, is the right approach. With Jekko Nederland, we want to bring the same level of attention, expertise and service to the Dutch market."*

Local Expertise, Complete Support

"The Dutch market is highly developed and customers expect innovative machines, reliable partners and excellent service," comments ***Alberto Franceschini, Sales Director of Jekko****. "Our goal is to strengthen Jekko's position by combining the performance of our products with direct customer support, local expertise and long-term relationships. We know the potential of this market and are ready to invest in it."*

The company will be led by ***Kees Hoogendoorn***, a Dutch national with extensive experience in the mini crane industry. Hoogendoorn combines strong market knowledge with an established network of relationships in the lifting and rental sectors.
"Even though Jekko is built in Italy, it is perhaps the most 'Dutch' mini crane on the market—not just because of its signature orange color, but above all because of the engineering solutions that Dutch customers appreciate so much. I am confident that my role as a bridge between Italian manufacturer Jekko and the Dutch market will bring great success and satisfaction to everyone involved" comments Kees Hoogendoorn.

With Jekko Nederland, Jekko takes another important step in its international growth, reinforcing its commitment to being directly present wherever its technology and expertise can make a difference.

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