­NEWS RELEASE

February 4, 2021

**Potain’s Thibaut Le Besnerais to speak at tower crane conference**

* *An experienced industry voice, he will provide a global perspective on trends and challenges in the tower crane market.*
* *Conference takes place online from 11:00 am (GMT) on February 11, 2021.*

Thibaut Le Besnerais, vice president, brand and product management, tower cranes at Manitowoc has been announced as the opening speaker at the upcoming *Cranes Today* Tower Crane Virtual Conference. He will deliver an informative presentation on the subject of ‘Global trends in tower crane design and demand’.

With the world changing faster than ever, Thibaut Le Besnerais will kick off proceedings by providing special insight into how a variety of global megatrends are, and will be, affecting tower crane design and demand both now and in the decades to come.

Topics he will touch on include the impact on global crane manufacturing in the context ofcontractors and the evolution in construction methods they frequently drive. He will also examine recent market trends, and discuss the likely emerging markets, as well as looking at the consequences of resource scarcity and an increasingly urban global population. He will present all of the above and more from the perspective of Potain, the world’s leading manufacturer of tower cranes, and what it means in terms of the company’s manufacturing and distribution footprint.

Other questions Thibaut Le Besnerais will address in his talk are:

* What does the future hold for the tower crane industry in an increasingly data-driven and ‘connected’ society?
* How does Corporate Social Responsibility in terms of people and the environment influence crane design?
* How is Manitowoc’s product portfolio adjusting to meet these challenges?

**Taking place online on February 11, 2021, from 11:00 am – 5:00 pm (GMT) the Tower Crane Virtual Conference**will be attended by professionals from crane rental companies and manufacturers, distributors, suppliers, contractors and construction companies, to hear the industry’s market experts share their views on current sector developments.

The agenda comprises a range of topics with a global rather than regional approach. Among the themes covered will be market trends, technological innovations, challenging applications and ways to boost efficiency. The virtual attendees will also be able to ask questions of the speakers during the live Q&A sessions.

As well as the packed conference program, the event will offer a customized, networking platform, designed to facilitate live discussions and support business development opportunities in a virtual format.

During the conference breaks, attendees will be able to virtually visit the booths at the exhibition space, benefit from private chats with exhibitors and access the material showcased.

The **Tower Crane Virtual Conference**will be open from 11:00 am (GMT) for delegates to visit the Exhibition Hall and engage with all of the sponsors on their booths, before Thibaut Le Besnerais gets proceedings underway at 12:00 (midday).

For more information, and to register, please visit <https://towercraneconference.vfairs.com/>

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CONTACT

**Dominique Leullier**

Manitowoc

T +33 472 182 160

dominique.leullier@manitowoc.com

ABOUT THE MANITOWOC COMPANY, INC.
The Manitowoc Company, Inc. (“Manitowoc”) was founded in 1902 and has over a 117-year tradition of providing high-quality products and support services that are tailored to customers’ needs. Its 2019 net sales were approximately $1.83 billion. Manitowoc is one of the world's leading providers of engineered lifting solutions. Through its wholly-owned subsidiaries, Manitowoc designs, manufactures, markets and supports comprehensive product lines of mobile telescopic cranes, tower cranes, lattice-boom crawler cranes, boom trucks and industrial cranes under the Grove, Potain, Manitowoc, National Crane, Shuttlelift and Manitowoc Crane Care brand names.

THE MANITOWOC COMPANY, INC.

One Park Plaza – 11270 West Park Place – Suite 1000 – Milwaukee, WI 53224, USA

T +1 414 760 4600

[**www.manitowoc.com**](http://www.manitowoc.com)**­**