NEWS RELEASE

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**Manitowoc dealers from the Middle East, Africa, and CIS gather in Dubai to share best practices and growth opportunities**

* *An Awards Ceremony recognized many of the top-performing dealers from the region*
* *Presentations also covered that latest product and service offerings from Manitowoc that help customers get more from their cranes.*

For the first time in three years, regional leaders from Manitowoc and its dealers from the Middle East, Africa, and CIS, gathered in person to share best practices, discuss opportunities for growth, and review the outlook for the lifting segment. The event took place in Dubai, UAE this February.

One of the key focuses at the gathering was discussing opportunities for the three regions, and in particular looking at how the host of customer support services from Manitowoc can help customers gain a competitive edge. Services such as online or live training, EnCORE crane refurbishment, and predictive maintenance can help companies get more uptime and service life from their cranes, delivering better profitability. In addition, there were presentations on the latest technologies from Manitowoc, which are designed to further boost productivity for end users.

“The crane industry plays a central role in shaping the cities and communities of our regions, and every year there are bigger and more complex challenges,” said Andrew Youssef, Middle East, Africa, and CIS general manager at Manitowoc. “At Manitowoc, we pride ourselves on delivering the technology and solutions to meet those challenges, head-on. Our dealers play an essential role in our business, so this was a fantastic opportunity to share our thoughts and hear their feedback on how we can better align. It also gave us a chance to thank our dealers for the great work they do in helping us provide the best customer support in the business.”

During the conference, Manitowoc held presentations on its Voice of the Customer (VOC) process and how it is harnessed in new crane development, as well as sessions on new product offerings, [including POTAIN CONNECT and GROVE CONNECT](https://www.manitowoc.com/company/news/manitowoc-introduces-grove-and-potain-connect-digital-solution), which are set to reshape crane ownership via improved customer experience, remote servicing, monitoring and management. To cap the final day's activities, an Awards Ceremony was held honoring the dealers who had achieved success in their regions. Some of the winners were: [**Kanoo Machinery**](https://www.kanoomachinery.com) which won the award for **Best Deal and Largest Sales Turnover** (mobile cranes); [**PSAL**,](https://www.patersonsimons.com/brands/) which won the award for **Highest Market Share** (mobile cranes); [**CLT**,](https://www.cltcranes.com) which won the award for **Highest Turnover from Parts Sales** (mobile cranes); [**NFT**](https://www.nftcrane.com), which won the awards for **Highest Sales Turnover**, **Highest Market Share** and **Highest Turnover from Parts Sales** (tower cranes); and [**AHS**](https://www.absolutehandlingsystems.com/product-category/ahs-products/cranes/), which won the award for **Best Deal** (tower cranes).

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ABOUT THE MANITOWOC COMPANY, INC.

The Manitowoc Company, Inc. was founded in 1902 and has over a 120-year tradition of providing high-quality, customer-focused products and support services to its markets. Manitowoc is one of the world's leading providers of engineered lifting solutions. Manitowoc, through its wholly-owned subsidiaries, designs, manufactures, markets, and supports comprehensive product lines of mobile hydraulic cranes, lattice-boom crawler cranes, boom trucks, and tower cranes under the Aspen Equipment, Grove, Manitowoc, MGX Equipment Services, National Crane, Potain, and Shuttlelift brand names.

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