PRESS RELEASE

November 25, 2024

**NFT expands into Hong Kong as new Potain dealer**

* *NFT, the world’s largest owner of Potain cranes, was appointed as a Potain dealer in Hong Kong, offering sales, rental, and service support for tower cranes.*
* *To celebrate its appointment, NFT Hong Kong hosted a gala event in July 2024 attended by customers and partners, and senior leaders from Manitowoc.*

NFT Hong Kong is the new official dealer for Potain cranes in the market. It’s part of the wider NFT Group Asia which includes NFT Taiwan and other subsidiary businesses across the continent.

“Hong Kong is a lively and vibrant market, but also highly competitive, so it’s important for Potain to have strong representation in the territory to maintain its industry-leading position,” said Jean-Francois Amet, sales director at Manitowoc. “We are delighted to have our trusted partners at NFT offering sales, rental, and customer service to customers across Hong Kong. We’ve already seen a very positive reaction from the market, and we believe both Potain and NFT will benefit greatly from this new partnership.”

NFT Hong Kong has a rental fleet of 40 Potain tower cranes, in addition to offering sales to contractors and other rental companies. Given Hong Kong’s distinctive skyline with tightly-packed high-rise buildings, Potain’s luffing jib tower cranes have been a favored choice in the market for quite some time. Models like the [MR 418](https://www.manitowoc.com/potain/top-slewing-cranes/mr-418-a), [MR 608](https://www.manitowoc.com/potain/top-slewing-cranes/mr-608), and [MR 618](https://www.manitowoc.com/potain/top-slewing-cranes/mr-618) from Potain’s European offerings, along with the [MCR 625](https://www.manitowoc.com/potain/top-slewing-cranes-asia/mcr-625-j32) from the Asia range are commonly utilized on projects and rental fleets throughout Hong Kong.

In addition, high-capacity flat-top cranes from the Potain range built at its factory in Zhangjiagang, China are popular choices. As pre-cast construction methods gain popularity and land availability continues to shrink, these cranes offer an ideal blend of robust lifting performance and easy assembly. Furthermore, their ability to overlap on a jobsite makes them particularly well-suited for such projects. Models from the [MCT 385](https://www.manitowoc.com/potain/top-slewing-cranes-asia/mct-385a-l16) up to the [MCT 1105](https://www.manitowoc.com/potain/top-slewing-cranes-asia/mct-1105-m50) are attracting ongoing interest and orders from local Kong Kong companies.

To commemorate the appointment, NFT Hong Kong hosted a gala event in July at the Shangri-La Hotel. The gathering brought together contractors, real estate developers, engineering services firms, and other industry professionals, alongside leaders from NFT and Manitowoc, including NFT CEO and managing partner, Nabil Al Zahlawi, and Manitowoc CEO and president, Aaron Ravenscroft.

“NFT has been supporting companies in Hong Kong for many years, and it’s a market we know and understand well. Our local leadership team is highly experienced, and we’ve opened a large facility to support our activities. It was great to see Aaron and others from the Manitowoc leadership team at our gala opening event, and we were delighted to welcome our important customers from some of the biggest names in Kong Kong construction. We’re excited for the future of Potain and NFT in Hong Kong and will be targeting increased market share and reinforcing Potain’s position as the world’s leading tower crane brand,” said Nabil Al Zahlawi, CEO and managing partner of NFT.

To learn more about NFT click [here](https://www.nftcrane.com/en), and to learn more about Potain luffing jib cranes click [here](https://www.manitowoc.com/potain/top-slewing-cranes), or for the range of flat-top cranes manufactured in China click [here](https://www.manitowoc.com/potain/top-slewing-cranes-asia).

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ABOUT THE MANITOWOC COMPANY, INC.

The Manitowoc Company was founded in 1902 and has over a 120-year tradition of providing high-quality, customer-focused products and aftermarket 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, distributes, 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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