PRESS RELEASE

January 23, 2025

**Manitowoc and PROMAT: building North Africa’s future together**

* *Since 2017, PROMAT has represented Potain cranes in Morocco. The company supplies tower cranes to major construction and infrastructure projects across North Africa, contributing to the region’s growth.*

Manitowoc’s commitment to serving diverse global markets has found a strong ally in [PROMAT](https://promat.co/), a leading crane supplier in Morocco. PROMAT became the exclusive dealer of Potain cranes in Morocco in 2017, founded by entrepreneur Said Essaidi just a year earlier. The company sold its first crane—a Potain MDT 269 topless tower crane—to the Sogea Vinci group in January 2018, and since then played an active role in supporting the ongoing growth of North Africa’s construction and infrastructure sectors through the supply of tower cranes to local projects.

**Shaping Morocco’s landscape**

Potain cranes supplied by PROMAT have been instrumental in some of Morocco’s most significant projects. These include constructing the iconic Borj Attijari tower, home to Morocco’s largest bank, as well as office and apartment buildings in the upscale Anfa Park district. Other notable projects include the luxurious Royal Mansour Hotel, known for its exquisite architecture. Most recently, the company has supplied Potain cranes for the state-of-the-art Rabat Mohammed VI International University Hospital, which will soon be Morocco’s largest hospital, providing vital healthcare services to the region.

Morocco’s construction industry is active but still evolving, so demand is particularly high for used cranes. Models like the Potain MC 85 from Potain’s Asia Range and the MD 265 and MD 345 B L12 from the Europe-built top-slewing range are popular with local contractors. There is also a large interest in the GTMR 386B self-erecting crane, a heavy-duty performer and one of the most popular Potain self-erecting cranes of all time, that offers great capacity and reach combined with easier mobility.

"By sourcing used cranes from Manitowoc’s global network, we ensure fast availability and peace of mind for our customers in Morocco, knowing they are buying directly from the OEM. We conduct inspections before delivery and oversee updates as needed. Potain cranes are renowned for their durability and longevity, so they’re an excellent choice in the used cranes market,” explains Said Essaidi, CEO at PROMAT.

In addition to whole cranes, PROMAT supports customers with other purchases and recently supplied around 80 new mast sections to a local customer. For customer support, PROMAT is a Manitowoc [EnCORE](https://www.manitowoc.com/support/remanufacturing) partner, offering OEM-approved refurbishment and rebuilding for everything from parts to whole cranes. EnCORE is a great way for local Potain owners to extend the service life of their cranes and enjoy increased productivity and profitability.

**A market poised for growth**

PROMAT is well-positioned to serve Morocco’s construction industry and support its projected growth fueled by projects tied to the country’s hosting of the 2030 FIFA World Cup. With plans for new stadiums, expanded roads, and improved train infrastructure, the demand for cranes is set to rise significantly in the coming years.

In the future, PROMAT aims to expand its offerings with a wider selection of Potain cranes from the Company’s factory in Zhangjiagang, China, offering a perfect combination of high-performance and cost-effective ownership. With a growing reputation and new projects coming on stream, the stage is set for PROMAT to enjoy immense success in the future, thanks to its partnership with Potain.

To learn more about PROMAT, click [here](https://promat.co/).

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SOCIAL MEDIA CAPTION:

“Since 2017, PROMAT has proudly represented Potain cranes in Morocco, supplying essential tower cranes to support major construction and infrastructure projects across North Africa. Their partnership with Manitowoc has been key in driving the region’s growth. Learn more: [Link]”

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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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