

Latin American Liebherr dealers hold conference in Chile

Santiago (Chile), 29 November 2017 – Liebherr invited sales partners from eight Latin American countries to a dealers' conference in Chile. In addition to visiting the airport site in Santiago and a presentation of the NC-B series tower cranes, the focus of the three-day event was on exchanging views with each other.

It signalled the start of even closer collaboration, with sales partners from Argentina, Chile, Peru, Colombia, Panama, Cuba, Paraguay and Brazil attending the first conference for Latin American Liebherr dealers. Representatives came to the event on behalf of the manufacturer from Chile, Brazil, Spain, Germany and Switzerland – including three Biberach managing directors and Stéfanie Wohlfarth, family shareholder of the Liebherr Group and granddaughter of the company founder, Hans Liebherr.

The event was more than just a platform to exchange views for the Tower Crane Division as it was also attended by representatives from the Liebherr Mining, Maritime Cranes and Mobile Cranes Divisions. After the presentation of the NC-B series tower cranes, the participants visited the airport site in Santiago. The two parties which make up the consortium specially formed for this major project, Vinci and Astaldi, gave a presentation of the Santiago International Airport expansion site and described several future projects in Chile and neighbouring countries.

The participants ended the conference having acquired a great number of impressions and a very positive outlook for both the company and dealers. Henning Köhler, the Division Manager for South America who organised the event, summed it up perfectly: "The event enabled us to develop and strengthen the collaboration and strategy with our dealers. Despite the different market requirements in South American countries, we can nevertheless work together in the whole continent – and this was clearly felt over the last few days."

Captions

liebherr-towercranes-dealermeeting-south-america_300dpi.jpg

The participants at the Liebherr dealers' conference in Chile – with family shareholder Stéfanie Wohlfarth (centre).

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