

CASE IH HOSTS FIRST-EVER BILINGUAL TRAINING CAMP IN SOUTH AFRICA

Case IH hosts international Product Training Camp in South Africa / 42 participants from 21 countries attend / Training provided in English and French / Participants receive hands-on training from product specialists.

Turin, Italy, 11 July 2022

Case IH recently hosted an international Product Training Camp for dealer principals, salespeople and key-account customers from the Africa and Middle East region. The two-day training session, which took place on the 8th and 9th of June, was held in Bothaville, South Africa. Altogether 42 participants from 21 countries attended the event.

The training camp provided extensive first-hand information on the Case IH product range and its advantages. It focused on products and sales features specifically to the respective markets and their customers. Highlighted products were, among others, the Axial-Flow 4088, Magnum Rowtrac and Quadtrac, JX Straddle, JXT, Maxxum and Puma tractors, Disc Mower Conditioners as well as Patriot Sprayers.

Hands-on training

Small groups of participants received hands-on product specific training in the field in the language of their choice – either French or English. The groups were received by Case IH product experts at five different outdoor stations at Nampo Park in Bothaville, home of the largest agricultural trade exhibition in the southern hemisphere.

During the practical training, the participants had the opportunity to familiarise themselves with the machines and also get behind the wheel and test drive Case IH products. Participants were assisted by Case IH Commercial Training experts. They were shown the latest product enhancements and encouraged to ask sales related questions.

Technical and product support was provided by specialists from CNH Industrial South Africa, including Arno du Plessis (Head of Tactical Marketing and Product Manager for High-HP Tractors), Daniel Dames (Product Manager for Low HP Tractors), Schalk Oosthuizen (Product Manager for Mid HP Tractors), Kobus Olwagen (Product Manager for Harvesters) and Anton Te Baerts (Product Manager for Sprayers).

Language support

French language support was provided by specialists from CNH Industrial Europe, including Dino Lateste (EMEA Commercial Training Manager), Elodie Bressy (Mid-High HP Tractors Commercial Trainer), Brecht De Bruyne (Service Zone Manager Africa) and Bart Van Damme (APAC Product Marketing Harvesters). Just over 20% of the participants opted for instruction in French.

“The training offered to our customers, dealers and their salespeople was the ideal opportunity to experience the Case IH product range in practice, as well as the power of the brand in the field,” said Arno du Plessis, Head of Tactical Marketing and training camp host from CNH Industrial South Africa.

“With the ever-increasing complexity and cost of farm machinery, it is vital that suppliers of this equipment are sufficiently knowledgeable and can properly handover the machines on the customer’s farm and provide complete operating information to enable them to get optimal in-field performance,” he explained.

Feedback from participants was extremely positive, with the general consent that the Case IH training team was well prepared and very professional – all the trainers had in-depth knowledge of their products. The training definitely made all the participants more at ease with the machines and undoubtedly increased their product knowledge.

Press releases and photos: <https://media.cnhindustrial.com/AMEAANZ-ENGLISH/CASE-IH>.

Case IH is the professionals' choice, drawing on more than 180 years of heritage and experience in the agricultural industry. A powerful range of tractors, combines and balers is supported by a global network of highly professional dealers dedicated to providing our customers with the superior support and performance solutions required to be productive and effective in the 21st century. More information on Case IH products and services can be found online at www.caseih.com. Case IH is a brand of CNH Industrial N.V., a world leader in capital goods listed on the New York Stock Exchange (NYSE: CNHI) and on the Mercato Telematico Azionario of the Borsa Italiana (MI: CNHI). More information about CNH Industrial can be found online at www.cnhindustrial.com.

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