

CIFA at Big5 in Dubai

The Italian brand targets the Middle East region market with dedicated products and a local team

Big5 Trade Show, Dubai - 5 December 2022 | CIFA, a global concrete manufacturing company for over ninety years, is participating in the Big5 exhibition in Dubai, **booth SS2 D88**. CIFA has a historical participation in the Dubai show, because the Middle East has always been a very important Region with a true appreciation of Made in Italy. In recent years, the Middle East has become more and more central to CIFA's business, so much so that the company is setting up a **local team** focused on sales and aftersales to give more support to the dealer network and to be close to customers throughout the Region.

Marco Polastri, Sales, Aftersales & Marketing Director: *"Pace of growth in construction activity across Middle East is forecast to accelerate from 2.2% in 2021 to 4.8% in 2022, moderating in 2023 (+4,4%). More than what was recorded in the pre-pandemic period. A market with so much potential is a great opportunity for us. That's why we are keen to develop this area with increasingly efficient services, forming a local team that can act promptly and offer customers direct advice."*

CIFA has designed and produced dedicated concrete mixers and pumps for the area knowing very well the typical characteristics of construction sites in hot and desert areas. **Two machines** were launched during 2022: the **K50L and K56L pumps**, 50 meters and 56 meters respectively **to cover the entire 30-60-meter segment** and guarantee the availability of a CIFA pump for every type of job site and need, maximising the sharing of parts and components. This segment accounts, in fact, for 80% of the total market for concrete pumps, which is why it is strategic to offer key models and ensures extreme manoeuvrability and compactness, even though they have long booms ideal for large sites. Providing companies with high-performance and easy-to-use and maintain machinery is imperative, that is why a team of concrete spare parts experts has been formed. Its mission is supporting CIFA's dealers in Middle East and Africa areas with ready-to-sell parts and prompt intervention. CIFA is at the Big5 with the full team to present the range of truck mounted pumps, truck mixers, shotcrete pumps for underground job sites and also with the Energy brand - dedicated to the **electric** range for a sustainable construction site, an increasingly central theme to CIFA's offering.

About CIFA

CIFA is a manufacturer of concrete machinery and equipment, a leading company on the Italian market and one of the world's top players. Part of Chinese industrial group Zoomlion since 2008, CIFA has a strong international reach, with sales networks and technical support on every continent. What's more, CIFA is able to provide customers not only with a range of reliable and quality products but also with financial support through Zoomlion Capital Financial Services. For further information, go to www.cifa.com.

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