

The new branch SOCAGE DO BRASIL inaugurates in 2015

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After three years of a joint venture with a Brazilian manufacturer of aerial work platforms, the Italian company Socage has finally decided to have its own branch in Brazil, the "Socage do Brasil", with a new headquarter in Indaiatuba, strategic point in the San Paulo area. The main reasons to have a direct branch are quite obvious: being close to local customers, a commercial branch lets Socage understand more deeply the South American market and satisfy their needs, according to the importance of the Brazilian region in the overall strategy of the company, which aims at a worldwide presence. The goals of the branch are to create a widespread distribution, to implement a dedicated after sale service and to give proper knowledge and awareness of Socage products. The new general director, Mr. Marcelo Bracco, with a long experience in the field, is confident about the trend of the Brazilian market, and forecasts good results for the branch, being supported by a strong brand such as Socage. The Socage do Brasil strategy is to become independent from the platform assembly point of view, buying "kit" –CKD – units from the headquarter, assembling them in the warehouse and sourcing minor components directly from Brazil, to get local funds.

Pick-up and van mounted platforms were specifically designed and produced by the company for the South American market. The new branch expects therefore to make a huge impact on the Latin-American area, in this way supporting Socage growth plans.

Source: SOCAGE S.r.l