

Iraq is waiting for 266 CTE truck-mounted platforms

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CTE consolidates its presence in the Middle East with an important sale of 10 million euros with the region of Kurdistan

One of the most important partners of CTE Spa, Ster Group, coordinated a huge trade agreement with the Kurdistan Region of Iraq territory to purchase a big fleet of truck-mounted telescopic platforms brand B-LIFT produced and arranged by CTE Spa from 15 to 27 meters of working height. This important agreement was signed by the Iraqi ministry of electricity for a total value of over 10 million euros.

The purchase want to achieve some sites located in the main Kurdish city of Erbil, Sulaymaniya and Duhok to cope with complex infrastructure works that in the last 10 years are livening up the area, including airports and the construction of power lines. The delivery platform will be by the end of 2012.

The fleet consists of 266 truck-mounted platforms with working heights in a range between 15 meters to 27 meters. This enormous task has also renewed and strengthened the decennial relationship between CTE and Iveco, suppliers selected for trucks, as all platforms will be set up on Daily 65 in 4x2 and off-road version.

Marco Govoni, CTE area manager for Middle East area, which has managed the operation in collaboration with Mr. Hallow Talabani, assistant of the Ster Group chairman, said: "This is an extraordinary supply, and is the result of the great experience of the CTE team gained in the Middle East and the personal relationships of our partners with the Iraqi government. It is not only a great result for sales, but also in political / social terms it is exciting giving support with our product to the development of a region that is making strides to get closer to modernity. It's fascinating and at the same time a great responsibility".

CTE consolidates its leadership and the deep knowledge of the Middle East market, where for many years works like a leader with aerial platforms brand ZED and TRACCESS but particularly with the truck-mounted telescopic platforms B-LIFT (ex Bizzocchi, brand acquired in 2005 by the CTE group) throughout the Gulf region (Kuwait, UAE, Bahrain, Oman) and the more traditional countries like Jordan, Syria and Saudi Arabia.

Even in 2012 the perspectives and objectives of CTE Group is to repeat and consolidate the results of 2011 in the international market and distribute at least 1,000 platforms (with working heights up to 62 meters). These size and number of units has no equal among other European manufacturers.

Since 1981, CTE produces platforms and aerial lifts materials with brands B-LIFT, ZED, TRACCESS, PRATIKA, PIANOPLAN. With its mission "Work Becomes Easy", CTE is a style, a philosophy. In its center there are customers, their safety, the quality of their lives. That's why CTE, a group united by ideas, motivation and passion, strives to make work easier for companies operating in the field of lifting materials and people.

Source: Marketing Dept. CTE Spa