



Case IH tractors making inroads in Ethiopian agricultural mechanization journey

IMAGE SOURCE: CNH Industrial N.V. Corporate Office; CASE IH

Case IH tractors making inroads in Ethiopian agricultural mechanization journey

9 June 2021 by CASE IH

Agricultural mechanization, particularly with the Case IH brand, is gathering momentum in Ethiopia with two recent events introducing new customers to the globally respected brand as well as assisting with the purchasing process, from applications for finance through to machine delivery.

The first event was held in Welkite, in south western Ethiopia, 160km from the capital of Addis Ababa. More than 150 people attended the event which introduced potential customers to the benefits of working with Case IH.

At the event, each customer was guided through the application process for a financial loan. The event was very successful with a number of farmers being able to complete their financial applications or purchase new

machinery outright.

At another event, held in the Addis Ababa workshop of Case IH's official Ethiopian distributor, Wereta International Business PLC, a special tractor handover ceremony took place.

The handover ceremony was attended by officials including the Deputy Administration Executive and Head of Agriculture Office for SNNP (South Nations, Nationalities and Peoples' Region); Extensions and Rural Finance Supply Director of SNNP; Vice President of the Commercial Bank of Ethiopia; Chief Administrator of Guragie Zone; and the Head of Agriculture Office of the Guragie Zone. In addition, nearly 100 customers and potential customers attended.

The senior officials reaffirmed they will keep working to build the momentum of agricultural mechanization and continue to work with CNH Industrial and Wereta International Business to ensure the goals of these allied organizations are realized.

During the handover ceremony 26 tractors were delivered to farmers.

Zelalem Leyeh, Sales Engineer at Wereta International Business PLC, was heavily involved in organizing both events. "The team is committed to introducing Case IH's efficient agricultural machines to many more potential areas in the nation," Mr Leyeh said.

"Wereta International Business PLC provides spare parts, expert service and operator training to ensure Case IH machinery remains productive in the field for many years," he said.

The people of Ethiopia, supported by the government, understand that they must improve their agricultural productivity to sustainably feed their population of approximately 105 million people. Increasing access to agricultural machinery, such as tractors and harvesting equipment from Case IH, will enhance productivity while reducing harvest losses, as well as improving the quality of life for people working on farms.

Earlier this year Case IH showed its support to the Ethiopian people with a donation of four ventilators and associated equipment to the Ethiopian Ministry of Health, to assist in the fight against COVID-19.

Marcin Ruppert, Case IH Marketing Manager for Africa and Middle East, said the donation is part of the \$2 million global Solidarity Fund initiative by Case IH's parent company, CNH Industrial, which supports communities impacted by COVID-19 in countries in which the company does business.

"We're very proud to support local communities in these tough times, and the Company has organized the Solidarity Fund for that purpose," Mr Ruppert said.

"Each community served by the Solidarity Fund has different needs, and we figured that in Ethiopia, life-saving medical equipment would be the best choice for a donation.

"Ethiopia is very important to Case IH. We are happy to support the community, both with our social responsibility project and with our distributor, Wereta International Business PLC, helping more farmers to access quality machinery and improve agricultural productivity."

Source: CNH Industrial N.V. Corporate Office; CASE IH

TRACTORS