



Manitowoc Potain Cranes

IMAGE SOURCE: THE MANITOWOC COMPANY INC.

Manitowoc and PROMAT: building North Africa's future together

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- PROMAT has been the exclusive dealer of Potain cranes in Morocco since 2017, contributing to major construction and infrastructure projects across North Africa.
- Significant projects using Potain cranes include the Borj Attijari tower, Anfa Park district buildings, Royal Mansour Hotel, and the upcoming Rabat Mohammed VI International University Hospital.
- There is high demand for used cranes in Morocco, with popular models including the Potain MC 85, MD 265, MD 345 B L12, and the GTMR 386B self-erecting crane.

- **PROMAT ensures fast availability and reliability of used cranes by sourcing from Manitowoc's global network and providing inspections and updates.**
- **As a Manitowoc EnCORE partner, PROMAT offers OEM-approved refurbishment and rebuilding services to extend the service life of Potain cranes.**
- **PROMAT is poised for growth with plans to expand its crane offerings and support Morocco's construction industry, especially with upcoming projects for the 2030 FIFA World Cup.**
- **Since 2017, PROMAT has represented Potain cranes in Morocco. The company supplies tower cranes to major construction and infrastructure projects across North Africa, contributing to the region's growth.**

Manitowoc's commitment to serving diverse global markets has found a strong ally in PROMAT, a leading crane supplier in Morocco. PROMAT became the exclusive dealer of Potain cranes in Morocco in 2017, founded by entrepreneur Said Essaidi just a year earlier. The company sold its first crane—a **Potain MDT 269** topless tower crane—to the Sogea Vinci group in January 2018, and since then played an active role in supporting the ongoing growth of North Africa's construction and infrastructure sectors through the supply of tower cranes to local projects.

Shaping Morocco's landscape

Potain cranes supplied by PROMAT have been instrumental in some of Morocco's most significant projects. These include constructing the iconic Borj Attijari tower, home to Morocco's largest bank, as well as office and apartment buildings in the upscale Anfa Park district. Other notable projects include the luxurious Royal Mansour Hotel, known for its exquisite architecture. Most recently, the company has supplied Potain cranes for the state-of-the-art Rabat Mohammed VI International University Hospital, which will soon be Morocco's largest hospital, providing vital healthcare services to the region.

Morocco's construction industry is active but still evolving, so demand is particularly high for used cranes. Models like the **Potain MC 85** from Potain's Asia Range and the **MD 265** and **MD 345 B L12** from the Europe-built top-slewing range are popular with local contractors. There is also a large interest in the **GTMR 386B** self-erecting crane, a heavy-duty performer and one of the most popular Potain self-erecting cranes of all time, that offers great capacity and reach combined with easier mobility.



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"By sourcing used cranes from Manitowoc's global network, we ensure fast availability and peace of mind for our customers in Morocco, knowing they are buying directly from the OEM. We conduct inspections before delivery and oversee updates as needed. Potain cranes are renowned for their durability and longevity, so they're an excellent choice in the used cranes market," explains Said Essaidi, CEO at PROMAT.

In addition to whole cranes, PROMAT supports customers with other purchases and recently supplied around 80 new mast sections to a local customer. For customer support, PROMAT is a Manitowoc EnCORE partner, offering OEM-approved refurbishment and rebuilding for everything from parts to whole cranes. EnCORE is a great way for local Potain owners to extend the service life of their cranes and enjoy increased productivity and profitability.

A market poised for growth

PROMAT is well-positioned to serve Morocco's construction industry and support its projected growth fueled by projects tied to the country's hosting of the 2030 FIFA World Cup. With plans for new stadiums, expanded roads, and improved train infrastructure, the demand for cranes is set to rise significantly in the coming years.

In the future, PROMAT aims to expand its offerings with a wider selection of Potain cranes from the Company's factory in Zhangjiagang, China, offering a perfect combination of high-performance and cost-effective ownership. With a growing reputation and new projects coming on stream, the stage is set for PROMAT to enjoy immense success in the future, thanks to its partnership with Potain

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CRANES

TOWER CRANES