

Spotlight on MB at 2010 World Cup

MB bucket crushers are being used in the construction of the Soccer City Stadium in Johannesburg where the World Cup final will be held on 11 July 2010.

Italy will be one of the top teams at the next World Cup football match to be held in South Africa in 2010. It is therefore fitting that the company supplying the machinery to build the new Johannesburg stadium should be Vicenza, the Italy-based firm **MB S.P.A.** The company's bucket crushers are currently being used on the construction site for the Soccer City Stadium where the World Cup final will be held on 11 July 2010.

"We were very excited when, together with our South African distributor High Power Equipment Africa, we won the order to supply bucket crushers for the construction of the stadium; the opening and closure ceremonies for the 2010 World Cup will also be held there," commented **Managing Director of MB S.P.A. Guido Azzolin.**

A meeting with the South African dealers took place several years ago when Vicenza decided to venture beyond national boundaries and launched an even bigger venture: to conquer overseas markets and to bring their bucket crusher to the attention of all possible buyers. This is precisely the reason why, as soon as the local dealer got in touch with them, their sales manager hopped on the first flight to South Africa. It took no time at all to win over the customer with the quality and the added value of a product made in Italy and to establish a collaboration which is still to date rock solid and flourishing.

Many visits followed the initial one, and this led to MB exporting a large number of machines to South Africa. And what is more, last year, together with the dealer, MB took part in one of the largest trade shows in the industry in South Africa with great success; not only was there a large number of visitors but the number of sales exceeded Vincenza's wildest expectations.

The presence of the bucket crushers in South Africa made it possible for the



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company to come into contact with customers from other African countries who immediately recognised the enormous advantages of the product as well as its numerous applications; obviously, anyone owning one of the bucket crushers acquired a competitive edge in the market.

After numerous visits to construction sites in Johannesburg, the company discovered that work on the large construction complex for the World Cup was generating considerable quantities of inert material. This led to the idea of proposing the bucket crusher, an idea that was received by the works management with a degree of interest that went well beyond the company's expectations.

As a result of major investments in research, this world leader company is able to manufacture technologically advanced bucket crushers that offer unmatched performance. Which was why MB products

were chosen by **Liviero Civils** for the construction of the largest stadium in South Africa, with the capacity to hold almost 100,000 people. The project demonstrates the outstanding operational flexibility of MB bucket crushers, which have rapidly established a strong position in this market. It also highlights the process of internationalisation carried through by the company, which for many years has been the unchallenged leader in the production of bucket crushers at an international level.

Guido Azzolin concludes, "In a period of global economic crisis like the present, our machines in Johannesburg demonstrate that companies that invest in research and technology and propose cutting-edge products will always be successful and can establish a strong presence even in such elite segments as that of largescale construction." **EI**