

## MB crushers contribute to viability of 2010 Soccer World Cup



MB bucket crushers are being used in the construction of the close to 100,000 capacity Soccer City Stadium in Johannesburg, South Africa, where the opening and closing ceremonies for the 2010 World Cup will be held.

**I**TALY WILL BE one of the top teams at the World Cup, so it is fitting that the company supplying some of the machinery building the new Johannesburg stadium, should be Vicenza, Italy-based firm MB s.p.a.

It all began when, 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 of Liviero Civili, the company building the stadium, with a degree of interest that went well beyond MB's expectations.

"We were very excited when, together with our South African distributor High Power Equipment Africa, we won the order to supply the bucket crushers for construction of the stadium," said managing director of MB s.p.a. Guido Azzolin. "It was a real surprise and made us proud

to be able to bring a piece of Italy to this major world event."

A meeting with the South African dealers took place several years ago when the Vicenza company decided to venture beyond national boundaries and launch into an even bigger adventure: to conquer overseas markets. This is precisely the reason why, as soon as the local dealer got in touch with

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 were there a large number of visitors but the number of sales exceeded MB's wildest expectations.

The presence of the bucket in South Africa, made it possible for the company to come into contact with customers from other

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him, MB's 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 rock solid and flourishing. Many visits followed the initial one, and this has led to MB exporting a large number of machines to South Africa.

African countries, many of whom immediately recognised its enormous advantages.

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." □