

# “We will highlight the advantages in owning an MB machine.”

- Najmeddine Sahraoui, Regional Manager, MB Crusher

For over 15 years, MB Crusher (MB) has been a leader in the fields of crushing, demolition and recycling, by designing, producing and selling the first jaw bucket crusher. Since 2001, MB has offered the largest line of patented crusher buckets all over the world. With extensive innovation and development, the company now offers crusher buckets for excavators, skid loaders, and backhoes of all sizes. Founded and headquartered in Italy, the company establishes itself globally through seven international subsidiaries with logistic centres located on different continents, as well as an extensive network of authorised dealers and service support throughout the world. **Najmeddine Sahraoui, Regional Manager, MB Crusher**, shares more on the company's expectations from Project Qatar this year...



## What are your expectations from Project Qatar this year?

Project Qatar will be an excellent opportunity to interact with potential customers. We think that constant presence at the most important exhibitions on the territory is necessary to obtain contacts from the Middle East and start up new important relations.

## What will your offerings be at the event?

Undoubtedly, visitors will be tempted by our commercial offers. The company, over the years, has accustomed its audience to special incentives. When people visit our booth, we will be at complete disposal to highlight our latest technical innovations and the advantages in owning an MB machine.

## Brief us on the new launches planned.

At the beginning of the year, we launched the third generation of our awarded crushing and screening buckets, which are now even more compact with better balance in the collection phase. The crusher's mouth was further expanded, thus increasing the crushing surface, and consequently, the productivity. Furthermore, a new screening bucket enriched the range: MB-LS170 is particularly suitable for wheel loader and backhoe from 6.5 to 11 tonne. Ideal for natural material selection either pre or post crushing stage, the

screening MB-LS170 allows to cut up to 60 per cent of the crushing time and to recover material suitable to the type of processing desired.

## Your expectations from the conferences at the expo...

The conferences will surely bring professionals to the event.

## What are your strategies to generate sales from the event?

Starting from the first bucket sold in the region at least 10 years ago, our presence in the territory has been constantly increasing. Our biggest effort is to inform about a completely new concept of crushing, never seen before, and to make people understand its advantages in terms of saving time, money and staff, as well as environmental sustainability. Our strategy is to always work close to our dealer's network, composed by well-structured partners who are capable of understanding the customer's needs and to sell with competence and professionalism, and organised to give high qualified technical assistance.

## Who will be your target buyers at the event?

Dealers and contractors specialised in earthmoving, demolitions and constructions, road works, piping, mines and quarries.

## What compelled you to participate at the event this year?

Last year was a growing period for MB in the Middle East region, which is a responsive territory where diverse mega construction is expected in the next four-to-six years. This is why we think that our constant presence at important exhibitions globally, is necessary to support our dealers, consolidate our business relations and to give more confidence to our clients.

## How do you view the current building and construction market in Qatar?

The market is still growing.

