

**FARESIN INDUSTRIES AND GEA FARM TECHNOLOGIES: A NEW STRATEGIC PARTNERSHIP TO CONQUER THE SOUTHERN HEMISPHERE.**

**THE LINE OF TRAILED MIXER WAGONS IS COVERED BY THE EXCLUSIVE DISTRIBUTION AGREEMENT.**

**THE BIGGER THE GOALS, THE BIGGER THE TEAM.**

**FARESIN INDUSTRIES SPA** strengthens its international distribution network through an important new **strategic partnership**. An agreement has been officially launched that will see the company from Breganze (VI), global leader in the manufacture of unifeed mixer wagons, famous throughout the globe as standing for technological innovation applied to zootechnics, work in synch with **GEA** Farm Technologies, a German multinational that offers evolved solutions for the management of farms and zootechnical companies worldwide.



*Faresin Staff and Gea Staff*



*Sante Faresin and Ansgar Hoffmann*



*Carsten Poulsen and Sante Faresin*

The aim of this new joint-venture is specifically to make the Faresin brand known on promising markets of the **Southern Hemisphere** such as **Australia, New Zealand, Latin America, Brazil, India, South Africa** and **China** and of the **CIS** (Commonwealth of Independent States): these are areas for further development that offer interesting opportunities for potential growth to a company with international scale like Faresin Industries, whose turnover is represented by 85% by sales landed in foreign countries.

The agreement between **FARESIN INDUSTRIES** and **GEA** includes a co-branding business and a contract for exclusive distribution that **only covers the line of vertical and horizontal trailed mixer wagons** and not the line of self-propelled mixer wagons manufactured by Faresin: in the countries covered by the distribution agreement, the trailed wagons named "MIX & DRIVE" will display **THE DUAL BRAND FARESIN – GEA**, products will be distributed in the typical bright green color that has always distinguished the products manufactured by GEA, a partner esteemed for the thoroughness and solid value of its solutions.

In all other countries and for all other product lines, **FARESIN INDUSTRIES** will continue its consolidated partnerships with its historical dealers, which over the course of decades have allowed the company from Vicenza founded by President **Sante Faresin** in **1973** to achieve unfathomable targets.

"Today our mixer wagons are used in about 90 countries, where they are valued for their useful and "intelligent" technology, which combines high performance with markedly low consumption – underlines **Sante Faresin**, President Faresin Industries - the new synergy with GEA will enable us to more effectively reach out to new and incredibly vast markets that offer considerable **potential for growth**: this is why we have chosen a partner that could share our business philosophy and our **high standards of quality and service**".

News of this agreement has been welcomed with great satisfaction also in **Bönen** in **Germany**, where **GEA Farm Technologies** has its offices: a company that employs a workforce of 2,100 people all over the world, with branches in over 60 countries. "The range of **mixer wagons** proves an essential **element for a company** like our own, which wants to offer its customers a **complete package of services** and integrated **solutions** for agriculture and zootechnics - explains **Ansgar Hoffmann**, Vice-President of the Business Unit Farm Equipment at GEA - Faresin Industries represents the **ideal partner**, because it guarantees us highly reliable and innovative products and consolidated experience in catering to the real needs of those who work in the field of farm-breeding".