



**Haulotte Group is opening a new subsidiary in Dubai:
Haulotte Middle East FZE**

As part of its energetic international development process, Haulotte Group, the undeniable European leader and third supplier of aerial work platforms in the world, is continuing its worldwide development strategy by opening a new subsidiary in Dubai, in November: Haulotte Middle East FZE.

This new subsidiary is part of the Haulotte Group engaged service policy: being close to its customers to understand better their expectations and to provide them with adapted solutions. With this operation, Haulotte Group reinforces its presence and action in the Middle East, where construction projects are ever rising.

Haulotte Middle East FZE, managed by Arthur Danelian, covers Middle East, Maghreb and African countries, in which the Haulotte Group wanted to be present to respond to demands of a market growing at an unprecedented pace. Mr Danelian has acted as Sales Manager of the Middle East area for four years within the Haulotte Group. He has actively promoted and introduced Haulotte brand in this sector and has extended the distributor network.

Mr Danelian will have the prime mission to define the sales strategy, and implement the whole Haulotte range in the area:

- A complete range of aerial work platforms (over 50 models)
- The HTL range of telehandlers
- The Multijob range, full-rotating backhoe loader (360°)



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