# PÖTTINGER Netherlands founded

## Direct support of the Dutch agricultural machinery trade through Pöttinger sales subsidiary since 16 October

The launch of the agricultural machinery manufacturer's own sales office in the Netherlands went all according to plan. Since 16 October 2024, Dutch dealers have been supplied with machines, service and advice from Vroomshoop by Sales and Service Manager Wilco Elkink and his team. Thanks to the direct support, Pöttinger, based in Grieskirchen, Austria, is now even closer to its customers and can deal directly with the concerns of agricultural machinery dealers.

With the strategic decision to establish a sales branch in the Netherlands, Pöttinger is intensifying its presence in this important market: another step in the company’s successful internationalisation strategy. Pöttinger can build on a good and long collaboration with Duport, which ended amicably in summer 2024 after intensive discussions.

For the Austrian family business, people come first, explains Gregor Dietachmayr, speaker of the executive board: "We place the highest value on professional, appreciative processes – for the experienced team as well as for all our partners. And of course, for the dealers.” The next step will be to provide them with extensive training to familiarise them with the new technologies and processes.

Pöttinger, the specialist for arable farming and grassland, is one of the world's leading companies in the agricultural machinery sector with a stable export ratio of around 90 per cent.

**Photo Preview:**

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| Gregor Dietachmayr, Speaker of the Executive Board | Wilco Elkink, Sales and Service Manager Pöttinger Netherlands | Founding team Pöttinger Netherlands: Henk Knol (Service and Product Support Specialist), Herald Bloemert (Service and Product Support Specialist), Wilco Elkink (Landmanager), Maarten Woertink (Territory Manager), Rik Massier (Territory Manager) |
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