Kubota: New equipment Agribusiness Unit

The company manufacturer of agricultural machinery has the new organization of agricultural business in the EU, which will provide greater support to the dealer network. The new structure was already presented in FIMA 2016 by Hiroshi Shimada, president of Kubota Spain, and Germán Martínez, vice president of Kubota Kubota Spain and Turkey.

It is a pan-European structure Kubota Agriculture. Its main objective is to provide greater support Network Dealers Europe, developing solutions and new services in areas such as marketing, sales and after sales.

"Its main objective is to provide greater support Network Dealers Europe, developing solutions and new services in areas such as marketing, sales and after-sales," said German Martinez, vice president of Kubota Kubota Spain and Turkey.

"This new organization will also provide a faster response to the demands and needs demanded by customers in such a professional and dynamic as the Agricultural sector," he stated.

Agribusiness Unit team is led by Mel McGlinchey and integrates an international and multidisciplinary team located in different Business Units Kubota in Europe.

During the presentation at FIMA 2106 we have released some of the actions to be developed by the team Agribusiness Unit and the advantages of dealer network for both competitiveness and customer service.

Source: Kubota