

**NEWS****ALL NEWS**

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## Magni opens Polish subsidiary

Magni has opened a new subsidiary in Poland to cover the Eastern European market.

The new operation, Magni Eastern Europe, is located in Warsaw. The statement from Magni said: "We chose this location because Poland is a crucial gateway to Eastern Europe, a strategic geographical area for the telehandler market. This new branch will allow us to be closer to our end customers and local dealers." The company already has a dealer in Poland in the form of Riwal, along with a presence in most of the adjoining markets.



Gianluca Bonotto

The new subsidiary will be managed by **Gianluca Bonotto**, who was appointed as chief executive of its Polish registered subsidiary earlier this year, following

more than 12 years with Italian agricultural machinery manufacturer Maschio Gaspardo, most of it spent managing its Polish subsidiary. He joined the business in Italy as sales manager for Eastern Europe but began his career in 1995 as an area manager with a stone saw blade manufacturer, moving in 1999 to a business serving the poultry industry as export manager. Three and half years later he left for Agrex, a milling and grain drying machinery manufacturer where he was sales manager, moving to Maschio Gaspardo in 2010.

He will be supported by **Tomasz Król** who has just joined the company as area manager Eastern Europe, following almost nine years with Riwal in Poland in a variety of roles from a junior assistant to a technical recovery/revenue protection position and most recently product manager.



Tomasz Król

Speaking of his appointment Bonotto said: "I am honoured to join Magni as chief executive officer for its Polish Branch. Magni's success has always been rooted in its high quality level and care for customers' satisfaction. This is exactly what makes Magni special, and what Magni Eastern Europe wants to further improve for all customers located in Central Eastern Europe. Our enthusiasm and our professionalism will be key to Magni's next step forward."

Tomasz Król added: "The new branch is a key component, and definitely strengthens Magni position in Eastern Europe. Closer to our customers and dealers, we can offer better after sales services and further expand our network. I hope to share with all of you more news from our branch soon!"