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China's Farm tech firm Zoomlion strengthens global presence

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China (Changsha) Zoomlion Heavy Industry Science & Technology Co., Ltd.Â , a global leader in high-end equipment manufacturing, accelerates its localization in overseas markets and strengthens cooperation with global partners to boost its international business development. The company has expanded its international development by improving overseas manufacturing bases and strengthening coordination with foreign subsidiaries.Â

Zhan Chunxin, Zoomlion CEO, recently visited Zoomlion subsidiaries in Indonesia and the Middle East Gulf region, as well as M-TEC, RABE and Wilbert in Germany. In 2022, Zoomlion's total international revenue reached 9.992 billion yuan ($1.37 billion), an annual growth of 72.6%.Â This dynamic continued in 2023, with a 115% increase in turnover in the first half of the year.

Zoomlion supports the sustainable development of the agricultural industry in Southeast Asia.Â In September, the company partnered with the Laotian Ministry of Agriculture to strengthen technological collaboration and establish machinery standards inÂ LaosÂ .Â It further partnered with PT Java Seed Indonesia to establish an advanced agricultural machinery site in Indonesia.

â??We are moving forward on the global strategic plan and continuing our efforts to build the three major industry sectors: construction machinery, agricultural machinery and intelligent agriculture, and new construction materials.Â And in this context, our goal is that our overseas activities represent more than 50% of total operations.Â As always, we remain committed to supporting our international subsidiaries,â?• added PresidentÂ Zhan Chunxin.