

# Bell reaps a good turnout at NAMPO show

**Bell Equipment set a new benchmark for original equipment manufacturers (OEMs) exhibiting at the now world-famous NAMPO Harvest Day by completely enclosing its exhibition stand in a modern marquee tent.**

The four-day NAMPO Harvest Day agricultural exhibition near Bothaville in the Free State, which was first hosted as a one-day event, was successfully staged for the 51st consecutive year in May and Bell Equipment made its presence felt. Despite chilly morning starts, customers and interested members of the public no longer had to blink against the harsh Free State autumn light as they sought refuge in a friendly and shady environment amongst the many market-leading machines manufactured and marketed by Bell.

Commenting on Bell Equipment's participation in what is widely believed to be a show aimed at the farming and related industry community, Bell Equipment Sales South Africa's Mark Hughes, said: "NAMPO 2017 marked Bell Equipment's 14th consecutive year at the show, which has become a hugely important event on our marketing calendar in terms of our attendance. We look to NAMPO as a fantastic opportunity to spend time with a large number of our customers in the agriculture and forestry

industries and showcase our bespoke machinery that supports these sectors. It has become a landmark show that attracts a large number of our customers from other industries, so over recent years our focus has also broadened to include some of our non-agricultural equipment in line with the diverse visitor profile."

"This time last year, producers in the midst of the worst drought in decades were encouraging each other and exchanging plans during the NAMPO Harvest Day. This year we shared each other's joy with the promising harvest at hand," said Jannie de Villiers, Chief Executive Officer of Grain SA.

"The public enjoys the warm-hearted atmosphere and yearns for information on how the agricultural industry can assist to unfold the future. Members of a European trade delegation visiting the Harvest Day even referred to the family spirit and sense of security they experienced between Harvest Day visitors."

According to the organisers, Grain SA, more than 78 000 visitors viewed the more than 700 exhibition stands during the four days. Many arrived by air with 343 fixed-wing aircraft and 82 helicopters making use of the NAMPO runway during the show.





Joe Olevano (left), Pieter Etzebeth (centre) and Johan Burger, all from Christiana.



Brothers Piet (left) from Oudtshoorn and Louw Potgieter from Magaliesburg, both former farmers.



Eric van der Merwe (Bell) with Brent Lunt (centre) and Pieter Zwiegers. Both Brent and Pieter are in the diamond industry.



Aloné Fourie (8) with FC Hugo (3), both from Potchefstroom.



Amari Bornmann from Bultfontein describes herself as a farm girl and is at home in the cab of a Bell L1204E FEL.



Ruan Steenberg (left) and Hannes Vorster, both from Colesberg.



Francois du Plessis (back) with Willie van Dyk (7) in cab of Bell 220A Forklift. Both are from Koster.



Richard Griffin (left), Derek Howe (Bell), Peter Griffin, his son Shaun, and Tim Beningfield (Bell). The Griffin brothers, Richard and Peter, farm near Mooiriver.