

ServiTrade grows with Bell Equipment

Understanding and appreciation of a client's business along with the challenges he may face, have become key factors in the success that a supplier of original equipment may have.

This has been the case with Bell Equipment in Mozambique where its client ServiTrade, is growing incrementally stronger.

ServiTrade was founded as a plant hire company with just two machines for hire. This was back in 1998 when Alexandre Ascensão started his company in Maputo, Mozambique. Dedication and hard work has paid off for this Mozambican company as it now boasts an impressive equipment fleet numbering some 420 heavy machines and vehicles, and is still growing. The company was incorporated into AMECO, which is the equipment hire subsidiary of the Fluor Corporation, in 2012.

"While we're happy to say that we have been allowed to retain our home-grown identity, as a company we have taken big steps forward in terms of safety and tried and tested operating systems," Jaime Lima tells us. Jaime is

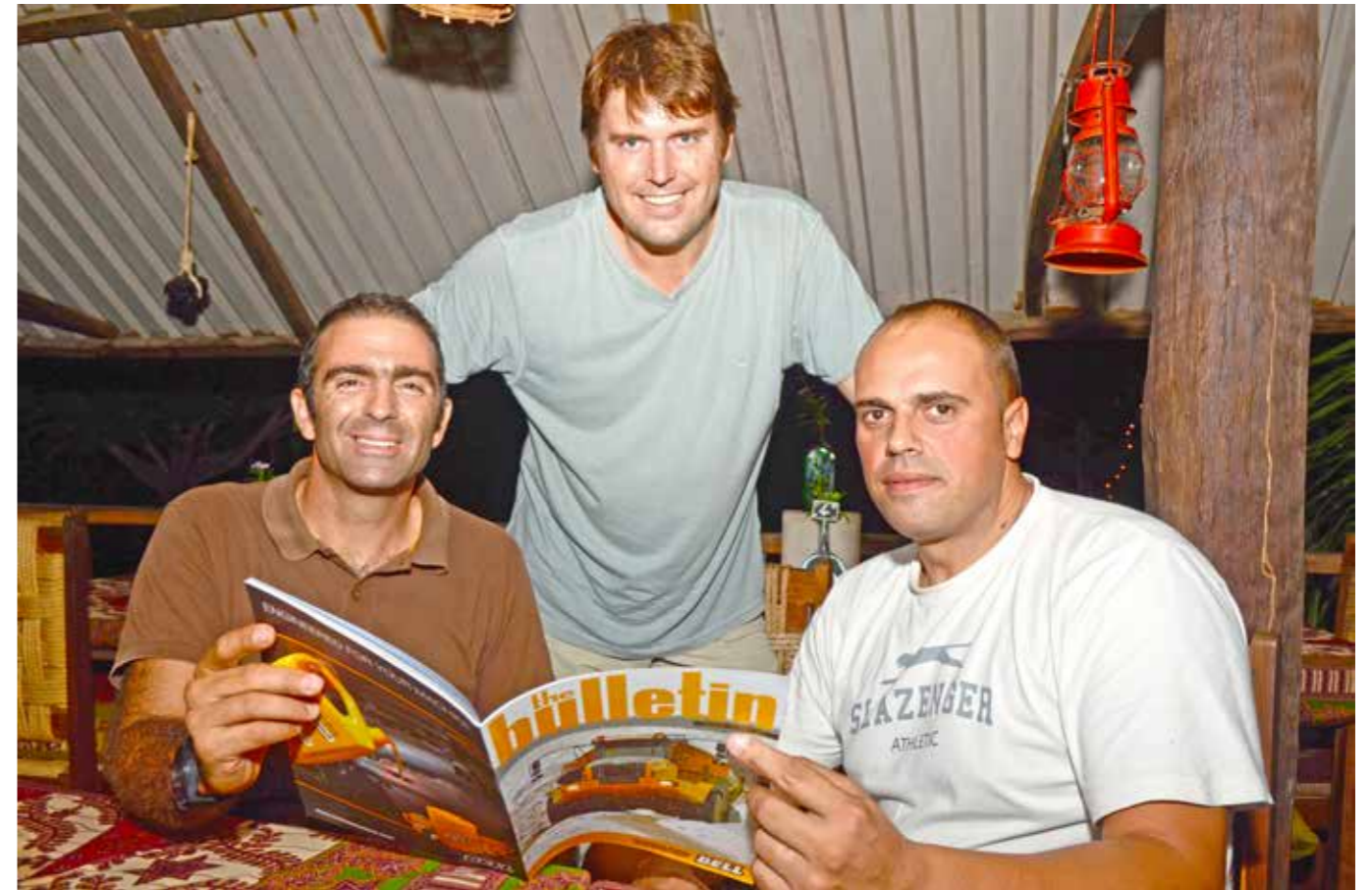
the ServiTrade Branch Manager in Northern Mozambique and is based in Pemba. "We do however still focus our business on providing equipment for infrastructure, power, civil construction, oil and gas as well as road, rail and sea transport projects while mining projects are also making bigger demands on us."

Being in the right place at the right time has seen Bell Equipment play a leading role in helping ServiTrade meet these growing demands. In 2012, the company first bought a fleet of seven Bell 315SK 4x4 Tractor Loader Backhoes (TLBs) for its Tete branch, where the machines are engaged in a long-term contract on a major coal mine. A further five similar machines were bought for the ServiTrade branch in Nacala.

"We've been very happy with our Bell TLBs and they all run between 150 and 200 hours a month," Jaime says. "With us being far away from major centres, maintenance has the potential for being problematic. Bell Equipment helps address this need with the placement of their fully-staffed Customer Service Centres in both Tete and Nacala."



Gabriel de Matos (left), Bell Equipment's Sales Representative at the company's Nacala Customer Service Centre, with Paulo Simango, the Bell Mechanic on the ServiTrade maintenance contract.



Seated from left: Jaime Lima (ServiTrade Branch Manager: Northern Mozambique) and Gabriel de Matos (Bell Equipment Sales Representative) with Nick Kyriacos (Bell Branch Manager: Nacala Corridor).

While all machines bought from Bell Equipment come with standard warranties, ServiTrade has entered into full maintenance agreements with the company in specific instances where the benefits are apparent.

ServiTrade has also been drawn into the exciting but challenging Nacala Logistics Corridor project and when they needed specific machines for this project, Bell Equipment was one of the partners chosen. They bought several Bell 770G Graders and Bell BW219 D4 Smooth Drum Rollers, all of which are in use on the project.

"I can honestly say, that Bell is one of our preferred partners because if you compare competitive pricing and the quality of the machines, we feel Bell Equipment understands and appreciates what our business is all about," Jaime says. "We're still growing our business and believe with Bell Equipment supporting us, we will remain the biggest plant-hire company in Mozambique."

