



SUCCESS IN KASSEL: PARTS & SERVICE WORLD 2022 SAW A RECORD NUMBER OF VISITORS

The second PARTS & SERVICE WORLD was held from 25th to 27th November, and welcomed more than 15,000 trade visitors to Kassel. The three-day convention was organised by GRANIT PARTS for the agricultural and construction machinery and garden technology sectors. The 6000 m² live workshop was once again the most popular part of the show with presentations covering the latest workshop technology from tyre mounting equipment to diagnostic technology and augmented reality.

Heeslingen, 2nd December 2022 - After a previous cancellation due to coronavirus, PARTS & SERVICE WORLD was once again able to open its doors to visitors from 25th to 27th November. Despite the four-year break, the interest from trade visitors remained high. More than 15,000 visitors from the agricultural and construction machinery and gardening equipment sectors accepted GRANIT PARTS' invitation to Kassel for the three-day show. The convention also saw a significant increase in visitors compared to 2018. The 20,000 m² exhibition area (5000 m² bigger than at the last show) housed stands for a total of 210 exhibitors. This represented a significant increase in the number of brands and manufacturers compared to the first PARTS & SERVICE WORLD in 2018.

"We're very pleased that PARTS & SERVICE WORLD was once again able to strike a chord with visitors in this difficult year for trade shows," said Hans-Peter Fricke, Managing Director of the FRICKE Group. "With our trade show format reserved for specialist companies, we provided the ideal setting for visitors to chat to experts about topics including modern service and current and future workshop technology."

Latest technology, knowledge and a wealth of entertainment



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Pressemitteilung

The PARTS & SERVICE WORLD live workshop once again provided the perfect setting for stimulating discussions and presentations of the latest technology. Set up in an area covering 6000 m², workshop equipment experts from GRANIT together with suppliers such as HAWEKA, jaltest, AVL, WAECO, CGS, TEXA, TIP TOP, CORGHI, Blitz, GYS and META provided exciting insights into the modern and networked workshop. Digital solutions to deal with the shortage of skilled workers such as augmented reality and the browser-based multi-brand database Rep.Guide from FRICKE were very popular on all three days of the show. This year's live workshop also focused on tools to make work easier and increase efficiency in the workshop.

The varied training programme at the PSW Academy provided trade visitors with additional value. The speakers covered challenging topics such as high-voltage agricultural and construction machinery technology and the precision farming pyramid in an entertaining and easy-to-understand way.

The varied supporting programme led by moderator Sven Tietzer, various panel discussions with experts from the industry and influencers from the agricultural sector inspired the more than 15,000 trade visitors on all three days of the show. The Après-ski party on the Saturday evening featured stars Ingo ohne Flamingo and Mia Julia, and gave organiser GRANIT PARTS the opportunity to thank visitors for a successful PARTS & SERVICE WORLD 2022.

NOTES TO THE EDITORS

A selection of images can be found via the following link: <https://we.tl/t-Gl0IXzRvpu>.

Photo: GRANIT PARTS

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ABOUT GRANIT PARTS

As a wholesaler of original and identical parts for all brands, GRANIT PARTS (www.granit-parts.com) is committed to providing top-of-the-range services and products to agricultural, gardening and construction equipment dealers throughout Europe. GRANIT PARTS is active in 25 countries across Europe, and has a customer base made up of 38,750 specialist dealers. The European central warehouse in Heeslingen covers 90,000 m² with 230,000 items permanently in stock. Comprehensive customer service, fast shipping and a wide range of services make GRANIT PARTS a competent and reliable partner of professional dealers.