

A critical part of New Holland Agriculture's growth strategy is a commitment to on-going training initiatives for the New Holland team, distributors and customers.

“The company's culture encompasses a strong focus on providing technical skills training throughout the country, to maintain the highest standards in the local agricultural sector,” says Peter Askew, managing director of New Holland South Africa Agriculture. “New Holland Agriculture has made a significant investment in establishing an impressive training facility in Bothaville. The company also has a team of highly skilled operator trainers which provides training in ten official languages throughout Southern Africa.

“These certified training courses offer competent product knowledge to ensure the efficient use of equipment, correct maintenance procedures and the importance of using quality branded spares and accessories. New Holland's 2011 training prospectus has already been approved by specialist training authorities.”

Apart from structured skills training programmes, New Holland supports its extensive range of agricultural equipment with a technical advisory service and ongoing artisan training.

**Suggested caption**

Lorraine Hattingh, administration officer and Vissie Vermaak, training officer, New Holland Agriculture, with a group of trainees.

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