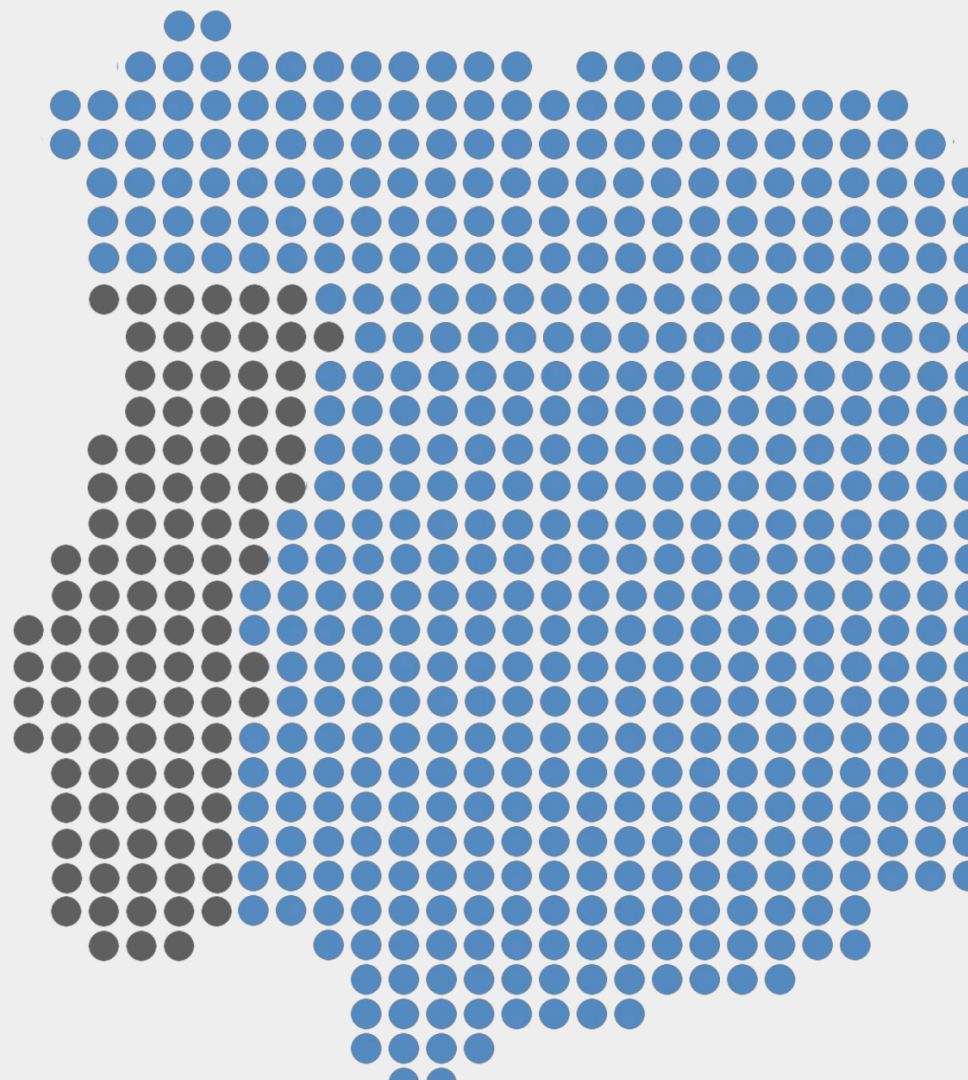


# Business Visits

Off-road vehicle &  
mobile work machine  
manufacturers  
in Spain

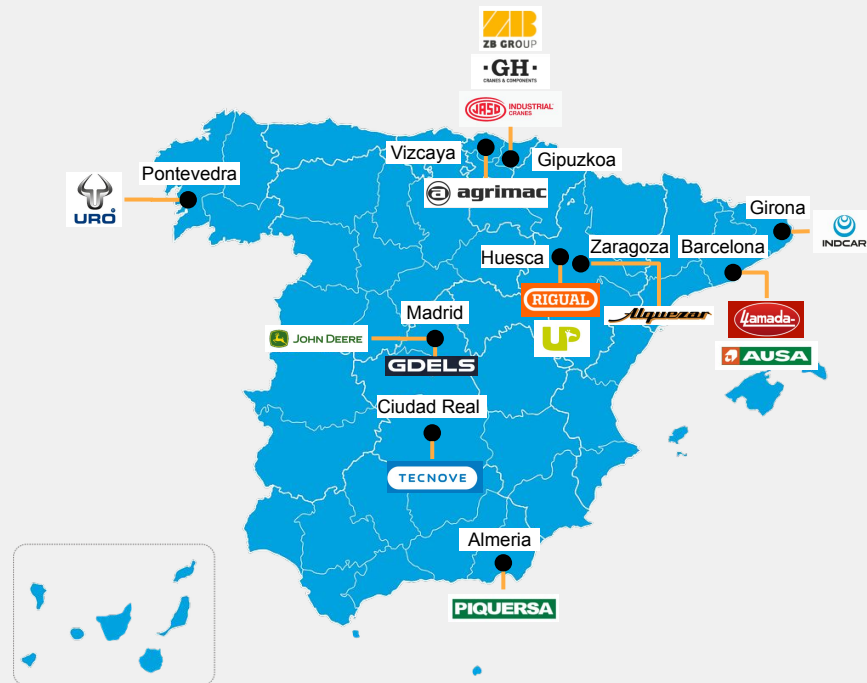
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[www.inseltrade.com](http://www.inseltrade.com)



# BUSINESS VISIT

- The business visit is focusing on the meetings with off-road vehicle & mobile working machine manufacturers and automotive clusters.
- **Visiting days:** Tue 28th - Thu 30th, October
- **Travel days:** Mon 27th & Fri 31st, October
- Barcelona, Madrid, Zaragoza, Huesca, Guipúzcoa and Pontevedra are the focus cities.
- In order to optimize the business visit program Finnish companies are encouraged to indicate their preferred companies.
- You can also propose other target companies to be included in the business visits.
- Monday 27th, Inseltrade can organise additional meetings apart the program but that is at the company's own expense.



# M1: JOHN DEERE INNOVATION CENTER



John Deere opens its high-value crop innovation centre in Madrid 2022

- This is the company's first innovation center in Europe and represents an investment of 10 million euros.
- It aims to drive innovation in the Agrotech segment in five main areas: automation, electrification, connectivity, artificial intelligence and integrated agricultural systems.
- Companies from the industry, startups and educational centres, as well as public and private institutions, will all participate in the open innovation model offered by the new centre. In this way, the company aims to bring together entrepreneurial initiatives that are relevant to the agricultural industry and, above all, to drive innovation in high-value crops.
- The companies taking part in the project include AGQ Labs, Agromillora, Azud, BASF, ID David, Metos, Teyme Group and Yara, which will be joined for a year by the fifteen startups selected through the European accelerator EIT Food.
- The Polytechnic University of Madrid (UPM) is also collaborating with the centre. The John Deere corporate chair has in fact been created together with this institution, and will serve to channel training and scientific outreach activities, as well as doctoral and research scholarships.
- About the innovation center:
- <https://www.investinspain.org/content/icex-invest/en/noticias-main/2022/john-deere.html> (in English)
- <https://www.deere.es/es/nuestra-compa%C3%B1a/noticias-y-medios-de-comunicaci%C3%B3n/notas-de-prensa/2022/john-deere-parla-innovation-center.html> (in Spanish)
- New innovation example:
- <https://www.deere.es/es/nuestra-compa%C3%B1a/noticias-y-medios-de-comunicaci%C3%B3n/notas-de-prensa/2023/john-deere-impulsa-una-innovacion-en-espana.html> (in Spanish)
- <https://www.deere.fi/fi/yhtiomme/uutiset-ja-media/lehdistotiedotteet/2025/john-deere-esittelee-uusia-autonomisia-koneita-tekniikkaa-ces-2025-tapahtumassa/> (in Finnish)

# M2: General Dynamics European Land Systems

GDELS (<https://www.gdels.com/en>),

- Turnover 315M€
- HQ: Madrid
- GDELS delivers tailored military mobility solutions to its European, NATO and international customers.



# M3: TECNOVE

TECNOVE

TECNOVE (<https://www.tecnove.com/en/vehicles/>)

- Turnover: 34M€
- HQ: Ciudad Real
- Manufacturer of vehicles for healthcare, airports and defence



# B1: AUSA



AUSA (<https://www.ausa.com/en-fi/>)

- Turnover: 87M€
- HQ: Barcelona
- Manufacturer of small dumpers, forklifts and telehandlers, **also electric powered versions**
- Production capacity of more than 12,000 vehicles per year.
- 70% of our production is exported outside the Iberian market.
- Present in 90 countries, across 5 continents, with over 600 dealers.



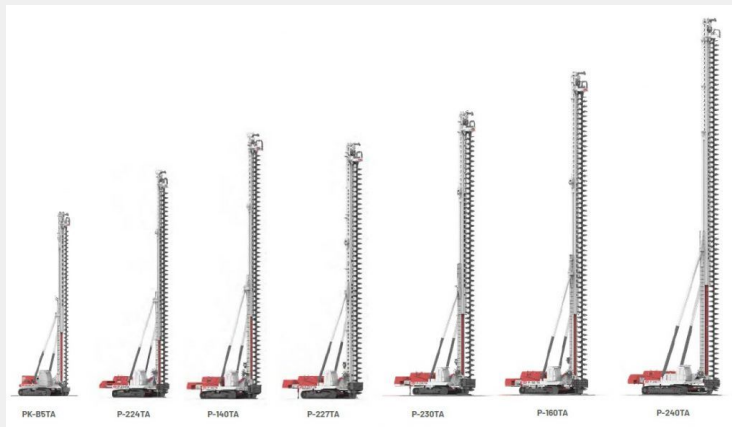


## B2: CONSTRUCCIONES MECÁNICAS LLAMADA



Llamada (<https://cm-llamada.es/?lang=en>)

- Turnover: 10M€
- HQ: Barcelona
- Drilling rigs
- Catalog:  
[https://cm-llamada.es/wp-content/uploads/2023/10/Llamada-2023-EN\\_FR.pdf](https://cm-llamada.es/wp-content/uploads/2023/10/Llamada-2023-EN_FR.pdf)



# Z1: TALLERES ALQUEZAR

Talleres Alquezar (<https://www.talleresalquezar.es/en/>)

- Turnover: 5M€
- HQ: Zaragoza
- Four main product lines:
  - Concrete batching plants,
  - Aggregate production and treatment plants (also mobile),
  - Mortar plants
  - Recycling plants,
  - Equipment and machinery associated with each line.



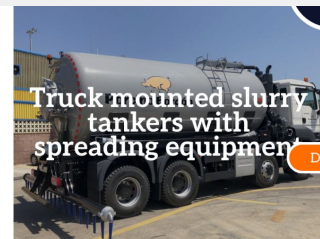


# H1: RIGUAL



Rigual (<https://rigual.es/en/products/energy/>)

- Turnover 55M€
- HQ: Huesca
- Fuel transport and distribution
  - Semitrailers for Road Transport, Fuel Distribution Vehicles, Biomass.
- Municipal and environmental services
  - Equipment for Municipal Services, Disposal of Agricultural and Industrial Waste, Sewage Cleaning and Water Transport.

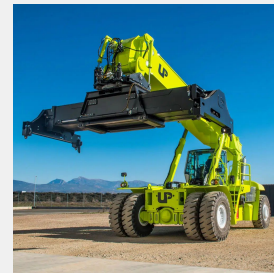
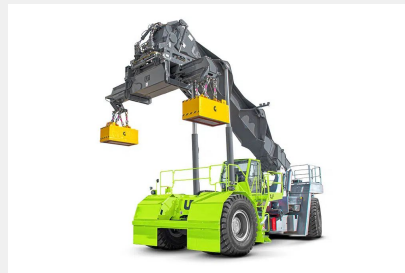
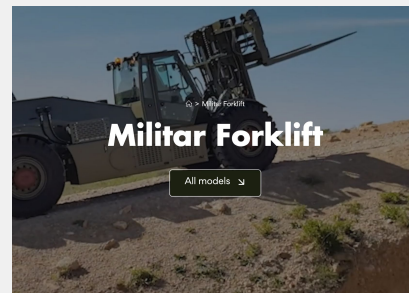
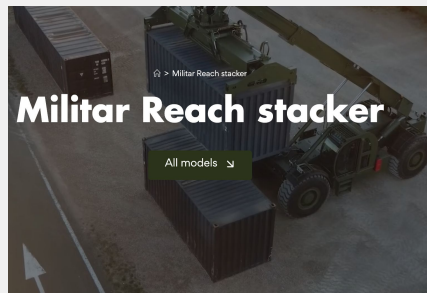


## H2: UP LIFTING VERTICAL



Up Lifting Vertical (<https://www.uplifting.es/>),

- Turnover: 9M€
- HQ: Huesca
- Manufacturer of militar container handlers, container stackers and forklifts

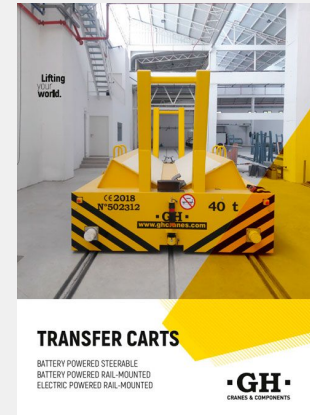


# G1: GH CRANES



GH cranes (<https://www.ghcranes.com/en/>)

- Turnover: 89M€
- HQ: Gipuzkoa
- Manufacturer of cranes and rubber wheel gantries
- Catalogs
  - Gantries: mobile, ports  
<https://www.ghcranes.com/pdfs/catalogos/GH-09-Motion-industria-en-2023.pdf>
  - Gantries: mobile, marine  
<https://www.ghcranes.com/pdfs/catalogos/GH-08-Motion-marina-en-2023.pdf>
  - Transfer carts:  
<https://www.ghcranes.com/pdfs/catalogos/GH-14-Transfer-carts-2023.pdf>



## G2: JASO INDUSTRIAL CRANES

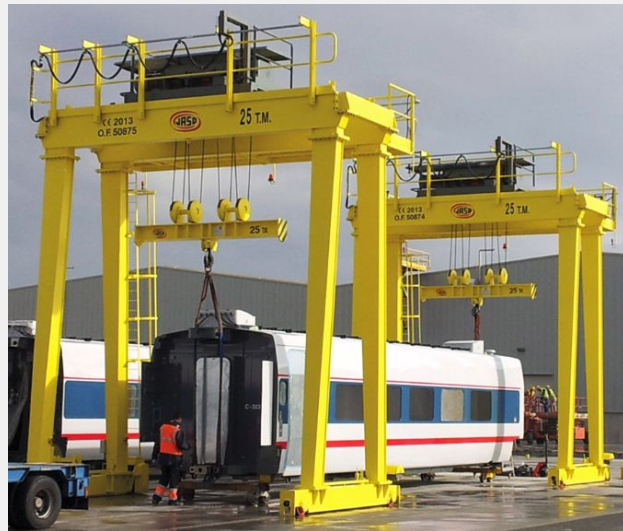


Jaso Industrial (<https://jasoindustrial.com/en-fi/>),

- Turnover: 55M€
- HQ: Gipuzkoa
- Manufacturer of automated cranes on rails, battery powered trolleys

A white and black battery-powered trolley with the JASO logo on its side, shown from a rear three-quarter view.

**BATTERY POWERED TROLLEYS ON  
WHEELS AND TAYLOR MADE AND HEAVY-  
DUTY SOLUTIONS**





# G3: ZB GROUP



ZB group (<https://www.zbgroup.es/en>)

- Turnover: 9.5M€
- HQ: Gipuzkoa
- Catalog: CONSTRUCTION and DEMOLITION waste recycling Plant  
[https://www.zbgroup.es/media/uploads/materiales/documentos/CDW\\_BROCHURE.pdf](https://www.zbgroup.es/media/uploads/materiales/documentos/CDW_BROCHURE.pdf)
- Catalog: CRUSHING and RECYCLING  
[https://www.zbgroup.es/media/uploads/subsubcategorias/documentos/THOR\\_MOBILE\\_HAMMERMILL\\_SHREDDER\\_UNITS\\_\(ZB\\_GROUP\).pdf](https://www.zbgroup.es/media/uploads/subsubcategorias/documentos/THOR_MOBILE_HAMMERMILL_SHREDDER_UNITS_(ZB_GROUP).pdf)
- Catalog: AGGREGATES and MINERALS  
[https://www.zbgroup.es/media/uploads/materiales/documentos/AGGREGATES\\_AND\\_MINERALS\\_BROCHURE.pdf](https://www.zbgroup.es/media/uploads/materiales/documentos/AGGREGATES_AND_MINERALS_BROCHURE.pdf)



# P1: UROVESA

Urovesa (<https://urovesa.com/en>),

- Turnover 61M€
- HQ: Pontevedra
- Manufacturer of special off-road vehicles for defence, security, industry and civil applications





# AGRIMAC



## NO VISIT PLANNED

Agrimac (<https://www.agrimac.es/en/construction-and-agricultural-machinery/>)

- Turnover: 7M€
- HQ: Vizcaya
- Manufacturer of small dumpers and forklifts for outside & inside use, especially in agriculture
- Catalog:  
[https://drive.google.com/file/d/1Ck1-WTBhKNP\\_CQYKiKg81NwKRAOcWzY7/edit](https://drive.google.com/file/d/1Ck1-WTBhKNP_CQYKiKg81NwKRAOcWzY7/edit)



INSELTRADE

# PIQUERSA

The logo consists of the word "PIQUERSA" in white, bold, uppercase letters, set against a green rectangular background.

## NO VISIT PLANNED

Piquersa Maquinaria (<https://www.piquersa.es/lang-en/>)

- Turnover 5M€
- HQ: Almeria
- Manufacturer of small dumpers, sweepers, concrete mixers and forklifts



# INDCAR



## NO VISIT PLANNED

INDCAR (<https://indcar.es/en/>),

- Turnover: 18M€
- HQ: Girona
- Manufacturer of wide range of mini buses, also CNG powered



# INSELTRADE

# AUTOMOTIVE CLUSTERS

Aragon

<https://caaragon.com/>



Cantabria

<https://giracantabria.com/>



Castilla y León

<https://www.facyl.es/>



Catalonia

<https://www.ciac.cat/>



Galicia

<https://www.ceaga.com/>



Madrid

<http://www.mcautomocion.es/>



Navarra

<https://clusterautomocionnavarra.com/>



La Rioja

<https://www.aeioriojaautomocion.es/>



País Vasco

<https://www.acicae.es/>



Valencia

<https://avia.com.es/>



# ABOUT INSELTRADE

Inseltrade specializes in cost-effective market opening services in Spain and Portugal. Our customers are mainly Finnish SMEs who want to ensure that expenditure is commensurate with the potential and progress in the market. Inseltrade's services cover all functions from market research to full local country office operations.

Our core team consists of four experienced consultants with several decades presence in international business, particularly in the Iberian Peninsula. Our background and skill set combine technical and commercial expertise into the effective market entry & sales services.

We have carried out assignments to several dozen Finnish companies. Our customers range from infrastructure to industry companies, from the energy sector to healthcare, from digitalization to IoT solutions and automotive industry companies.

We are a Business Finland listed partner and thus working in close cooperation with them and with the Finnish Embassy in Spain.



# WHO WE ARE



In 2014 Inseltrade was founded by sales and consulting experts.



We have 20 years of experience in Spanish and Portuguese markets.



Founders have hands on experience in sales and partnering and a strong background in technology.



INSELTRADE

## OUR OFFER

- Strong focus on sales.
- Customized services and flexible terms.
- We guarantee 100% customer satisfaction: no results = no pay



# OUR SERVICES

We provide various market entry consulting services:



Market reports and  
business viability  
studies.

Customer and partner  
searches.

Sales channel  
development.

Complete operational  
local sales office  
services.

Our approach secures low risk  
and cost-efficient step-by-  
step go-to-market services.

Products and solutions of long  
sales cycle  
benefit the most of our cost  
efficient market entry  
services.

# OUR SERVICES

We also provide

Tendering

Sales contracting

Commissioning

Technical support

Project management

Account management

Translations

Legal checks

support for your local sales  
office establishment etc.

## SOME OF OUR PUBLIC REFERENCES

SAMMET

PINJA

CALIGO  
INDUSTRIA

JOT  
automation

CAJO

GBuilder

IGL  
TECHNOLOGIES

EG EnerKey

LAITEX  
FLOW MUST GO ON

BEST-HALL

ISTOC  
ENSURING BETTER LIVES

QUVA  
Industrial Big Data Analytics

Infrakit

MeshWorks  
WIRELESS

Framery

BUSINESS  
FINLAND

MIKSEI  
MIKKELI

BUSINESSOULU

HOLMET  
Challenging Metals

DSPeaker

GoSleep

COFARCU

COFARTE  
Cooperativa Farmaceutica de Tenerife

Lumine  
Lighting Solutions

aurelia

WIREPAS

NICE  
PEOPLE  
AT WORK

idealista

SAROKAL  
TEST SYSTEMS

HYGIO  
Easy Hygiene

TEKNO-ANTS

INRAY

VOLTER

aino

INSELTRADE

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[www.inseltrade.com](http://www.inseltrade.com)

