



JOSKIN PRO DAYS: A NEW SUCCESS

Early January, the Joskin Group opened the doors of its site of Soumagne on the occasion of the “Pro Days”. This year, the event was again largely attended. No less than 10,000 Belgian or foreign visitors turned up at the company to indulge their passion for agricultural machinery and to share a nice moment with their friends or family. A real success that is first of all due to an organization down to the smallest details.

For the 17th year in a row, the Joskin Group opened the doors of its site of Soumagne. This event, which became a tradition for anyone interested in agriculture or agricultural machinery, is the occasion to start the year in a both professional and friendly atmosphere. It should be said that, as usual, the company had done everything so that everyone gets their share: an exhibition hall of more than 15,000 m², allowing to discover or rediscover the Joskin and Distritech material, an Outlet hall with unbeatable offers, the presence of many suppliers showing their products or the traditional Shop making collectors of all ages happy. A real little agricultural trade show in a way...

A Record Number of Visitors!

This year, this new edition of the Pro Days was very largely attended. The previous record number of visitors was even beaten. From 3rd to 8th January, more than 10,000 farmers, contractors and fans of agricultural machinery from all countries and regions turned up at the company. And when looking at their faces, one could see that they were delighted! During these 6 days, everyone could go behind the scenes of the Joskin production and discover the impressive machine park the company had set up. This visit was also a unique opportunity for some people to admire, through the different production stages of a product, the production teams’ know-how and learn more about the reality of their jobs. This time again, the company offered the possibility to pursue that experience through a guided tour of its welding site of Spaw Tech in Andrimont. To that end, shuttles were organized.

Enjoyment for Everyone

For everybody to enjoy fully, the organization was completed with various contests for all, but also with activities for children and, of course, the various possibilities to drink and eat a piece of pie, a hot-dog or the traditional meatballs with French fries. When looking at the provided statistics, one can see that the snacks were particularly appreciated. No less than 2,350 hot-dogs and 1.2 ton of French fries were indeed eaten on site during these few days.

Either a fan of the agricultural world or simply a food lover, the company will be pleased to see you next year. This edition will be all the more spectacular since it will take place in the context of the 50th anniversary of the brand. To summarize: an event that cannot be missed!

