



PARTS & SERVICE WORLD 2024 ATTRACTS 17,500 VISITORS TO KASSEL

The third PARTS & SERVICE WORLD opened its doors in Kassel from 25th to 27th October. Organiser GRANIT PARTS welcomed a total of 17,500 trade visitors to the popular B2B trade fair for the agricultural and construction machinery, municipal technology, commercial vehicle and power tool industries. The 3000 square metre live workshop was once again an extremely popular part of the show, and featured demonstrations of the latest workshop technology from tyre changers and self-propelled workshop assistants to the latest features for the digitally networked workshop.

Heeslingen, 28th October 2024 - Attendance at this year's PARTS & SERVICE WORLD was even higher than in previous years, with a total of 17,500 trade visitors flocking to Kassel over the three days of the trade fair. This represents a significant increase of 2500 visitors compared to 2022, which is a new record. The 20,000 m² exhibition area housed stands for a total of 220 exhibitors.

"I am delighted that even more trade visitors attended this year's PARTS & SERVICE WORLD," said Hans-Peter Fricke, Managing Director and owner of the FRICKE Group. "I would like to thank all of our suppliers and exhibitors who made a huge contribution to the trade fair's success with their high-quality and innovative products. Thanks to their innovation and commitment, we were able to present the latest developments and solutions to trade visitors from the parts and service sector, and offer them a platform for dialogue and cooperation."

The latest technology in use

The PARTS & SERVICE WORLD live workshop once again provided the perfect setting for demonstrations of the latest technology and workshop equipment. Set up in an area covering 3000 square metres, workshop equipment experts from

Pressemitteilung

GRANIT PARTS together with suppliers and partners such as HAWEKA, Cojali S.L., WAECO, TRASER, TEXA, TIP TOP, GYS and KS Tools 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 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.

PSW Academy - around 700 participants benefited from the training programme

The extensive range of seminars, workshops and presentations at the PSW Academy also provided trade visitors with real added value. External speakers and experts from GRANIT PARTS shared their knowledge of current topics and challenges in the industry, such as high-voltage agricultural and construction machinery technology, new digital troubleshooting features and successful operational management. A total of around 700 participants took the opportunity to expand their expertise and further their personal and professional development. The most popular seminars were Motivated employees at last, Workshop organisation not a problem? and Fast troubleshooting - modern measurement methods in agricultural engineering. All three seminars are also offered in the current GRANIT Academy training programme.

Three days of the best entertainment

The colourful supporting programme with presenter Sven Tietzer and the well-attended networking event on the Friday evening offered trade visitors real variety. The sold-out party on the Saturday evening featured singer Mia Julia, and gave organiser GRANIT PARTS the opportunity to thank visitors for a successful PARTS & SERVICE WORLD 2024.

NOTES TO THE EDITORS

Images can be found via the following link: <https://cloud.fricke.de/s/afH9fbENYgaEFGw>

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FRICKE GROUP PRESS CONTACT

Katrin Grahner

Email: katrin.grahner@granit-parts.com

Tel.: +49 (0)4281 712 4018

ABOUT GRANIT PARTS

As a wholesaler of original and identical parts for all brands, GRANIT PARTS (www.granit-parts.com) is committed to providing first-class service and high-quality products to agricultural machinery, gardening equipment and construction machinery dealers across Europe. GRANIT PARTS is active in 25 countries across Europe and has more than 40,000 specialist customers. The European central warehouse in Heeslingen covers 90,000 m² with 250,000 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.