

## PRESS RELEASE

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### **PALFINGER World Tour 2021 – Marine Edition: The innovative online event sets sails**

*PALFINGER invites customers and business partners to the World Tour for the second time and premieres with a Marine Edition. The digital event will see interactive presentations and discussions on the challenges and solutions of the Marine market.*



Following the successful premiere of the PALFINGER World Tour in October 2020, the digital event is now entering its second round. On June 16, 2021, the maritime industry will be the focus of uplifting presentations, world-class expert talks and captivating keynotes. Like last October, guests can participate interactively during the live stream broadcast worldwide. All content will be made available after the event on an on-demand platform.

#### **Challenge Accepted**

The PALFINGER World Tour 2021 – Marine Edition will also be held under the tagline “Challenge Accepted” to focus on product innovations, market conditions, challenges, regional requirements and site presentations.

"As we cover such diverse markets ranging from aquaculture to offshore, oil and gas, wind, cruise, merchant, and governmental, PALFINGER's marine business is required to always think one step ahead", says Gunther Fleck, VP Sales & Service Region Marine. "We will present innovative product solutions, introduce our main service hubs and discuss market specifics together with specialists and our guests during interactive roundtables" summarizes Fleck. Yet, coming along with expert talks on

topics like the art of launch and recovery of watercrafts, autonomous offshore cranes, fire-fighting boats, smart davits, and solutions for the evergrowing aquaculture industry, the motivational keynote by Freediving World Record Holder Herbert Nitsch sets another highlight.

### **Prime example of an innovative solution**

“With the PALFINGER World Tour, we have succeeded in attracting interest and converting it into real participation,” explains PALFINGER CEO Andreas Klauser. With around 6,000 visitors to the live stream and almost 1,200 active users, the first edition of the World Tour generated a strong response. “This is a perfect example of how we at PALFINGER use the opportunities of digital transformation for the benefit of our customers and business partners,” says Andreas Klauser, adding: “The PALFINGER World Tour is an innovative solution built to last that will intensify cooperation between all participants.”

Follow the link to check out the program highlights and register for the event:  
<https://palfingerworldtour.converve.io/>

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### ABOUT PALFINGER'S MARINE SOLUTIONS

The international mechanical engineering company PALFINGER is the world's leading provider of innovative crane and lifting solutions. As a global partner for pioneering and reliable deck equipment and lifesaving appliances, PALFINGER's marine business supplies high-quality products to fulfill standardized and customized demands. Supported worldwide by a network of experienced and skilled specialists, we provide flexible and efficient service solutions. Our portfolio gives a competitive edge for customers in the maritime and offshore industry.

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