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## RDO Equipment Co. Launches RDO Equipment Africa

*RDO's expanded international footprint allows continuity of service to customers around the world*

Fargo-based John Deere ag machinery dealer RDO Equipment has opened a new dealership in Zambia, in partnership with African entrepreneur Andrew Mower. RDO Equipment Africa offers pre-owned John Deere agricultural and construction equipment, and its African store also offers several other North Dakota equipment brands Crary, Wil-Rich and Wishek.

Some of RDO's first connections to Africa came via participation at the U.S. Commercial Service's USA Pavilion at Nampo (South Africa) in 2012, 2013 and 2014; and RDO's first connections to Zambia came via multiple US Trade and Development Agency (USTDA) Ag Machinery Reverse Trade Missions in 2010, 2011, 2012 and 2015, which have relied on the U.S. Commercial Service (CS) in both North Dakota and Africa for on-the-ground support. In early 2016 RDO contacted the U.S. Commercial Service (CS) office in Fargo and RDO's Director of International Sales Olga Hall and Vice President of Agriculture Sales Mark Kreps took part in the 2-day Gold Key in May 2016.

"Our entry into the African market was facilitated at every step by the U.S. Commercial Service," said Olga Hall, RDO's Director of International Sales. "First, they helped build our awareness about opportunities in Africa through detailed market research and on-the-ground learning at the Nampo show in South Africa. We also got connections with very solid African business people, both through African delegations that visited the US and also through Gold Key Services we did in Zambia and other African countries. I seem to remember at least one 5 a.m. conference call to coordinate those meetings!"

Mark Kreps, RDO's Vice President of Ag Sales, added, "Not only did Ms. Santana from the U.S. Embassy staff in Zambia set up an impressive range of meetings for us, she even personally accompanied us on the meetings. And when it came time to set up RDO Equipment Africa, we received excellent support and advice on licensing and registration. The U.S. Commercial Service was an integral part of our success in entering into Africa, and their support expedited our successful entry into the market."

RDO Equipment exports throughout the world, and operates dealerships in Russia, Ukraine, Australia and now Africa. [Click here](#) for RDO's full press release on its Zambian store opening.

For more information on how the U.S. Commercial Service can help your business export, contact Heather Ranck at [Heather.Ranck@trade.gov](mailto:Heather.Ranck@trade.gov) or visit [www.export.gov/NorthDakota](http://www.export.gov/NorthDakota).

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RDO's Mark Kreps and Olga Hall join U.S. Embassy Staff Vedruna Santana and Joseph Gibson at the RDO store in Zambia



RDO's newly opened Zambia dealership