



Press Release
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Cibes Lift Group expands into the US market

Cibes Lift Group has grown fast in recent years with the creation of several sales companies in Europe, Asia and the Middle East. Now Cibes Lift Group introduces Cibes Lift Incorporated and appoints a new Managing Director to expand to the US market.

Cibes Lift Group has been preparing the expansion to the US for some time and now the resources and products are in place to introduce the Cibes brand in North America, starting with Florida.

As Chris Roggeband, VP Sales of Cibes lift Group explains, the decision to create a subsidiary in Florida was a strategic choice: "Florida is a financially strong and densely populated state where we know that there is a strong demand for our home lift products among senior citizens. We will start a direct sales division in Florida, focusing on the South East coast, and build a distribution network to cover more states."



To lead US operations, Cibes Lift Group has appointed Lucas Moraes as Managing Director. Lucas (pictured) has previously worked as Regional Sales Director and Branch Manager for a major lift manufacturer. In addition, he has the experience of starting an industrial division in Latin America for a German engineering company.

"Lucas has the right experience and skillset to take on this challenge, and we are very happy to have him on board. We are confident that he has the connections and expertise needed to build a dynamic and viable business for us in the US," Chris Roggeband concludes.

For more information, please visit the new website www.cibesliftusa.com .

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