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# SEMCON BECOMES A GLOBAL PARTNER FOR AGCO

**Semcon has initiated a multi-year partnership with leading agricultural equipment manufacturer, AGCO. The agreement means that Semcon will be responsible for the development and production of AGCO's aftermarket information.**

"We are very happy to be developing our cooperation with AGCO. The goal is to improve the user experience for both machine dealers and customers. The right information at the right time can be crucial for operators to understand how a product works or, for instance, how it can be maintained and repaired effectively, in order to achieve maximum operating time," says Johan Ekener, Business Area President for Product Information at Semcon.

Semcon will help to ensure that aftermarket information for AGCO's various brands becomes more standardised and makes the often complex products easier to use and maintain. As part of the collaboration, Semcon will develop and produce a variety of content, including operator's manuals, installation instructions and service and repair instructions.

AGCO is a global leader in the design, manufacture and distribution of agricultural equipment. They offer a comprehensive range of machines and equipment which are sold primarily through five brands; Challenger, Fendt, GSI, Massey Ferguson and Valtra.

"Technical Service Publications are the foundation of the support enterprise for all brands of AGCO. We have chosen Semcon based on their ability to create and produce content that adds value to AGCO, Dealers and Customers by providing high quality, standardized publications. We are looking forward to a business relationship with Semcon that will grow our Technical Service Publication offerings in the years to come", says Bill Fitzgibbons, Vice President Global Dealer Technical Support.

The agreement means that Semcon's office in Warwick, UK, will initially expand with around 30 people, primarily technical authors and illustrators.

"Following a transfer process during the second quarter of 2019, we will take over responsibility for the development of aftermarket information during the third quarter. This exciting collaboration broadens our presence in the

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Semcon is an international technology company that develops products based on human needs and behaviours. We strengthen our customers' competitiveness by always starting from the end user, because the person who knows most about the user's needs creates the best products and the clearest benefits to humans. Semcon collaborates mainly with companies in the automotive, industry, energy and life science sectors. With more than 2100 specialised employees, Semcon has the ability to take care of the entire product development cycle, from strategy and technology development to design and product information. Semcon was founded in Sweden in 1980 and has offices in over 30 locations in eight different countries. In 2018, the Group reported annual sales of SEK 1.8 billion. Read more on [semcon.com](https://www.semcon.com)

agricultural industry and it is fully in-line with our strategy of working in close partnership with our customers," says Johan Ekener.

[Read more about Product Information at Semcon.](#)

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