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Zoomlion accelerates Latin America growth with full-service agricultural hub in Aguascalientes

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Chinaâ??s construction and agricultural equipment manufacturer Zoomlion has opened a new Latin America Agri-Machinery Hub in Aguascalientes, marking a deeper push into localized operations across one of the companyâ??s fastest-growing overseas markets.

The facility integrates product exhibition, technical training, after-sales service, maintenance, spare parts management, and customer experience functions under one roofâ??positioning it as a regional service and support center for agricultural machinery customers across Latin America.

Company officials described the hub as a step beyond traditional market entry, shifting toward full lifecycle support and localized operations as competition intensifies in global agricultural equipment markets.

The inauguration ceremony was attended by the Governor of Aguascalientes, who highlighted the potential of the investment to support industrial development and agricultural modernization in the region.

The move reflects a broader trend among global equipment manufacturers expanding overseas service ecosystems to improve uptime, reduce logistics costs, and strengthen customer retention in emerging markets.

With the Aguascalientes hub now operational, Zoomlion is accelerating its Latin American strategy from sales-driven expansion toward infrastructure-backed service localization.