Top Italian road construction machinery specialist enters Sri Lankan market



Bitelli s.p.a Italy, one of Europe’s leading specialists in road building and maintenance equipment has ap pointed Allied Trading & Engineering (Pvt) Ltd, as its sole agent in Sri Lanka.

Bitelli’s first representative in this country, Allied Trading will market and provide after-sales service for a wide range of machinery such as soil compactors, tandem rollers, paver finishers, cold planners and asphalt milling machines, a spokesman for the company said.

“Sri Lanka urgently needs to improve its road conditions, and the entry of Bitelli into the Sri Lanka market brings a world leader into this field here”, says Rajah Abeyasinghe, CEO and Jt Managing Director of Allied Trading & Engineering (Pvt) Ltd. Bitelli is the only company in the world that manufactures the complete range of equipment for road construction and maintenance.

He said Allied Trading/Bitelli had already received an order to supply a ride on type

vibratory roller to the Institute of Construction Training and Development. Bat International/Gambogi Costruzioni of Italy, working in Sri Lanka, has also placed orders for Bitelli pneumatic tired rollers and a paver finisher.

Established in 1957, Bitelli holds several patents for road construction machinery used in many parts of the world today. The Company’s 150,000 square metre production facility near Bologna in northern Italy turns out more than 1500 pieces of equipment a year. Nearly 80 percent of its production is exported.

In Asia, which accounts for about 20 per cent of Bitelli exports, the company is most active in India, Japan, Korea, Taiwan, Indonesia, Philippines and Malaysia. It is in the process of establishing licensed manufacturing plants in China and India.

Allied Trading and Engineering. which was incorporated last year is a specialist in the fields of container handling, warehousing, conveyor systems, lift trucks and power plants. The company is the sole agent in Sri Lanka for Torri s.p.a of Italy, Hyster of USA and is an associate of the regional representative for Wartsila of Finland.