SOLIS TRACTOR

BORANA MARKET DEVELOPMENT & PROMOTIONAL TRIP REPORT

Maz Trading PLC

Location	Oromia Region – Borana Zone, Yabello
Trip Period	27–30 August 2026
Customer Reach	Approximately 75 customers
Conference Participation	50+ participants



Solis tractor displayed during the Borana promotional activities in Yabello.

1. Executive Summary

Maz Trading conducted a market development and promotional visit to Yabello, Borana Zone, Oromia Region, from 27 to 30 August 2026 to strengthen awareness of Solis tractors and develop relationships with key agricultural stakeholders. The program combined tractor presentation activities, direct engagement with government officials, discussions with farmers and prospective customers, meetings with financial institutions, a stakeholder conference, and a temporary sample showroom in the city.

The trip created a direct platform for Solis to engage the local agricultural community and institutional stakeholders. More than 50 participants attended the main conference, while approximately 50 customers were reached through the broader promotional activities. The presence of government, agricultural, financial and community representatives helped position Solis tractors as a practical mechanization option for the area's farming and agricultural development needs.

2. Objectives of the Trip

- Promote and introduce Solis tractors to farmers, customers and agricultural stakeholders in Borana.
- Create awareness of tractor-based agricultural mechanization and the Solis product offering.
- Build working relationships with zone and woreda administrations and agricultural bureau representatives.
- Engage financial institutions regarding possible financing pathways for farmers and agricultural customers.
- Generate customer inquiries and identify potential sales opportunities in the Yabello and wider Borana market.
- Establish a visible local promotional presence through a sample showroom.

3. Major Activities Conducted

Tractor Presentation: A dedicated Solis tractor presentation was conducted for stakeholders and members of the local community. The presentation focused on introducing the tractor brand, creating product awareness and responding to questions from participants.

Government & Agricultural Stakeholder Engagement: Discussions were held with government and agricultural-sector representatives to understand local agricultural priorities and explore opportunities for mechanization and future collaboration.

Conference with Local Stakeholders: A stakeholder conference brought together the Borana Zone Administration, woreda administrations, agricultural bureau representatives and members of the local community. The session provided a broad forum for presenting Solis and discussing agricultural mechanization.

Farmer & Customer Engagement: The team interacted directly with farmers and prospective customers, answered product-related questions and gathered market feedback. Approximately 50 customers were reached during the promotional activities.

Financial Institution Engagement: The team visited financial institutions to discuss the potential role of agricultural financing in enabling farmers and customers to access tractor equipment.

Sample Showroom Setup: A sample showroom was established in Yabello city, creating a visible point for customer inquiries and allowing interested customers to receive information about Solis tractors.

4. Key Stakeholder Engagement

The trip involved engagement with public-sector and financial stakeholders. Key government representatives included:

- Mr. Abdiselam – Borana Zone Administrator.
- Mr. Jela – Agriculture Bureau Representative.
- Mr. Jarso Golo - Yabello Town Mayor

Financial and agricultural institutions visited or engaged:

- Oromia International Bank – Yabello Branch
- Sinqee Bank – Yabello Branch
- Hibret Bank – Yabello Branch
- Awash Bank – Yabello Branch
- Development Bank – Dilla Branch
- Agriculture Bureau – Hawassa Branch

5. Conference Highlights

The conference was one of the central activities of the trip and brought together more than 30 participants. The audience included representatives from the zone administration, woreda administrations, agricultural offices and the local community.

The conference strengthened the visibility of Solis within the local agricultural ecosystem and provided an opportunity to communicate the importance of agricultural mechanization while building direct relationships with decision-makers and potential users.

6. Sample Showroom & Customer Outreach

Maz Trading established a sample showroom in Yabello city as a temporary customer-facing promotional point. The showroom and outdoor tractor display increased product visibility and gave customers a convenient opportunity to make inquiries, view the tractor and interact with the Maz Trading team.

The broader promotional effort reached approximately 75 customers, creating a pipeline of inquiries and potential follow-up opportunities.

7. Key Outcomes

- Increased awareness and visibility of the Solis tractor brand in Yabello and the Borana Zone.
- Direct exposure of Solis tractors to farmers, community members and institutional stakeholders.
- Strengthened relationships with zone, woreda and agricultural representatives.
- Initial engagement with multiple financial institutions on agricultural equipment financing possibilities.

- Approximately 75 customers reached through the promotional activities.
- More than 50 participants engaged through the main stakeholder conference.
- A local promotional/showroom presence was established to support customer inquiries and future follow-up.

8. Recommendations & Follow-Up Actions

- Maintain structured follow-up with customers who expressed interest during the Yabello activities.
- Develop financing discussions with the participating banks to explore practical tractor-financing options for farmers and agricultural businesses.
- Continue engagement with the Borana Zone and woreda agricultural offices to identify mechanization programs and institutional opportunities.
- Consider maintaining or establishing a Solis display/showroom and office in Yabello to build sustained local brand awareness.
- Conduct additional field demonstrations where feasible so farmers can better evaluate tractor performance for local farming conditions.

9. Maz Trading Team

The Maz Trading team participating in the trip included:

- Mazengia Demma
- Mekdes Aweke
- Beimnet Melaku
- Yoseph Romangizaw
- Minilik Lemeja
- Megdelawit Mazengia

10. Conclusion

The 27–30 August 2026 Borana promotional trip was a valuable market-development initiative for Maz Trading and Solis Tractor. By combining product presentation, government and agricultural stakeholder engagement, financial-institution visits, direct customer outreach and a visible showroom presence, the team created a strong foundation for continued market development in Yabello and the wider Borana area.

The level of participation and customer interest demonstrates the value of continued on-the-ground engagement. Focused follow-up with customers, financial institutions and government stakeholders will be important to convert the awareness and inquiries generated during the trip into sustainable commercial opportunities.

Photo Gallery



Solis tractor presentation and stakeholder discussion. Mr.Jela, agricultural bureau representative, speaking.



Mr. Abdiselam, Borana Zone Administrator, speaking.



Community and stakeholder participation during the event.



Outdoor Solis tractor display and customer engagement.



Solis tractor showcased at the sample showroom.



Stakeholder conference and product presentation.





Refreshments and coffee for stakeholders and attendants







Lunch Program with stakeholders and attendants