



PRESS RELEASE

5th edition of "On the way up" show



Ancenis, September 16, 2026 – Manitou Group, a world reference in the material handling, aerial work platforms, and earthmoving sectors, is pleased to announce the return of its flagship digital event, ["On the way up."](#) dedicated to strategic sustainability challenges across its entire ecosystem.

Join Manitou Group on **Wednesday, September 30 at 1:00 p.m (CET)** for "On the way up"! Open to the general public, this 5th edition will be streamed live to viewers around the world.

Sylvain Blaise, President & CEO of Manitou Group, will outline how the CSR ambitions of the new LIFT 2030 strategic plan serve as a performance driver for the group and its stakeholders. Alongside him, Hervé Rochet, Chief transformation & governance officer, and Aude Brézac, VP CSR, will review the outcomes of the previous CSR roadmap and present the "CSR Lens," the new 2026–2030 CSR roadmap embedded at the heart of the LIFT strategic plan.

To deliver an even more inspiring and immersive broadcast, Manitou Group has assembled an exceptionally engaging program:

A fascinating perspective from neuroscience: Featuring an exclusive appearance by Dr. Samah Karaki, PhD in Neuroscience. Throughout the show, she will unpack behavioral mechanisms, the keys to collective intelligence, the power of diversity, and the human capacity for resilience amid change. A session that promises to be compelling!

An inside look at the action: An unreleased, immersive documentary taking you behind the scenes of the group's commitments through authentic testimonials from an entire ecosystem of employees, suppliers, dealers, and end-users.



A discussion focused on collaboration: Back in the studio, the panel will expand on these insights with a distinguished guest: Jean Zanuttini, President of Neoline. This visionary shipowner from Nantes and partner of Manitou Group is responsible for the world's largest sail-powered cargo ship!

Innovations, tangible commitments, shared perspectives, and the contagious enthusiasm of President & CEO Sylvain Blaise... All the elements are in place to make "On the way up #5" a powerful and inspiring event!

[To register and watch the livestream, click here](#)

[Download the visuals from the corporate website media library](#)

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As a world reference in the handling, aerial work platform and earth moving sectors, Manitou Group's mission is to improve working conditions, safety and performance around the world, while protecting people and their environment. Through its flagship brands – Manitou and Gehl – the group designs, produces, distributes and services equipment for construction, agriculture and industry. By placing innovation at the heart of its development, Manitou Group constantly seeks to bring value to all its stakeholders. Through the expertise of its network of 800 dealers, the group works more closely with its customers every day. Staying true to its roots, with its headquarters located in France, Manitou Group turned over €2.6 billion in 2025. It unites 6,100 talents worldwide with passion as their common driver.

