*Press release no. 44*

**EIMA Digital Preview, a project "in progress"**

***The digital platform will be perfected quickly, to support the promotional activities of agricultural machinery companies. Over 59 thousand accesses were recorded in the five days of the EDP review, and about 10 thousand users participated in on-line seminars and conferences on salient issues of agricultural mechanization. President Malavolti extended his special thanks to the Minister of Agriculture Teresa Bellanova, and to the representatives of the government and institutions who took part in the EDP event.***

The first edition of EIMA Digital Preview, the exhibition dedicated to agricultural machinery created on a virtual platform, ended last night. It was a first experience - explains FederUnacoma, the federation of agricultural machinery manufacturers that directly organizes the whole range of EIMA events - which had some critical issues in accessing and using the platform, but which constitutes a useful test for the system's development and for the creation of a platform that can continuously support the agricultural machinery sector. The overall result of the online seminars and meetings was positive: thanks to the collaboration with universities, publishing houses, professional associations and exhibiting companies, over 120 events were held during the five days, with a large audience participation. At the end of the five days, the platform's traffic count indicates a total of over 59 thousand accesses, with about 10 thousand users connected for events and seminars. The platform will be perfected over the coming weeks - announces FederUnacoma - and will be made available later for companies and organizations representing the world of agriculture and agricultural machinery, in preparation for the “physical” EIMA to be held in 2021. The President of FederUnacoma Alessandro Malavolti thanked all those who collaborated in the initiative, and the political authorities who took part in the online events. Firstly, the Minister of Agriculture Teresa Bellanova, and then the Undersecretary of the Ministry of Foreign Affairs Manlio Di Stefano, the Undersecretary of the Ministry of Labour Francesca Puglisi, the Councilor for Agriculture of the Emilia Romagna Region Alessio Mammi. Special thanks went to the President of the ICE Agency Carlo Ferro, who spoke at the inaugural ceremony, highlighting the historic collaboration between the Agency and FederUnacoma, with their efforts during EDP to organize the delegations of foreign businesspeople and business-to-business meetings.

**Rome, 16 November 2020**