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**EIMA 2022, a global experience**

***The 45th edition of the international exhibition of agricultural machinery was presented in Verona. Very positive feedback in terms of bookings and demand for exhibition areas. Very intense promotional activity abroad and numerous innovations, from informative areas for the Digital sector to field tests of gardening machines. Innovation always in the foreground, with a pre-EIMA day entirely dedicated to the presentation and award ceremony of the Technical Innovation Contest.***

After the success of the 2021 edition, EIMA International is now back on track for the 2022 edition, scheduled in Bologna from November 9 to 13. This year's edition, the 45th in the history of the international exhibition of agricultural machinery, returns the exhibition to its usual schedule, in November of even-numbered years, marking the restoration of the biennial rhythm that will continue with the 2024 edition. Expectations are high for this event, which was presented this afternoon at Fieragricola in Verona by FederUnacoma, the association of agricultural machinery manufacturers, the direct organiser of this exhibition that ranks among the world's top events in terms of number of exhibitors, number of visitors, level of internationality and quality of technologies on show. To date, 835 manufacturers have already formally applied to take part in the event (585 Italian and 250 foreign), with a demand for space that has already reached 80,000 square metres. This is a brilliant start - explained Simona Rapastella, Director General of FederUnacoma, at the conference - which leads us to expect a final number of exhibitors and a committed surface area in line with the results recorded in the pre-pandemic EIMA editions. "Never like in recent years, conditioned by the health situation and the limitations imposed on public events - recalled Rapastella - has the trade fair sector questioned itself on its own future and on the possibility that exhibitors and visitors may have developed new needs and new expectations, and for this reason we have subjected EIMA to capillary monitoring, trying to highlight its strengths and possible critical points". FederUnacoma's monitoring data, combined with those of specialised companies such as GRS or official bodies such as UFI (International Exhibition Union), confirm a trend towards a reduction in trade fair participation to the benefit of a few events that have a strong international character and act as catalysts for the sector. Field surveys also show a growing expectation for the level of services, especially for operators who see the trade fair as a specific place for business relations. “These are elements that are already peculiar to EIMA International," noted Rapastella, "which we have tried to strengthen with the confirmation of the extensive 'business-to-business' programme for foreign delegations organised in collaboration with ICE, with the incoming programme called 'Special Guest' which provides facilities and benefits for foreign business operators, and with a special initiative involving the diplomatic network".

Another strong point of trade fair events is the quality of the technological innovations presented, an aspect that will be further strengthened with initiatives linked to the "Digital" Exhibition, such as the Percorso 4.0 and the EIMA Robot initiative, but first and foremost with the Technical Innovation Contest, this year renewed in its criteria and enhanced with an exclusively dedicated pre-EIMA event. Technical innovations will in fact be given a new impetus with a preview event open to the entire national and international press, to be held at the end of September and featuring detailed technical explanations, video footage and multimedia support. In order to enhance and spread innovations, the external show area for tractors will be confirmed, where it will be possible to see the most innovative technologies in motion. But tractors will not be the only show area of this edition - it was explained during the conference - because, together with the dynamic exhibition of machines for bioenergy chains, the new "garden" initiative will allow visitors to see in action means and equipment for the care of gardens and green areas addressed both to professional maintenance workers and to the public of hobbyists and enthusiasts. The "Campus" area, reserved for universities and research bodies, is expected to be even richer than in the past, while the programme of conferences is expected to be very complete, especially on topical issues such as the ecological and digital transition, the green economy, safety, and geological risk prevention. The Bologna exhibition centre will be renewed in terms of signage and services, and the pavilions reserved for the specialized Exhibitions (Components, Digital, Green, Energy and Idrotech) will be characterized by scenographic elements recalling the various product areas. "EIMA 2022 will therefore offer an unprecedented view - concluded Rapastella - it will be a familiar yet surprising 'landscape'."

**Verona, 2 March 2022**