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**EIMA 2021: "big" industries in the spotlight**

***The second day of EIMA 2021, which is attracting a good number of visitors, will feature, in addition to a wide range of themed events, press meetings promoted by the exhibiting industries. Of particular interest among these meetings were those organised by New Holland and Argo Tractors.***

A good turnout on the second day of EIMA International, the great world exhibition of agricultural and gardening machinery, scheduled in Bologna until Saturday, October 23. The exhibition of agricultural mechanization today offered its visitors a full calendar of events, including conferences, workshops and seminars. A highlight were the press conferences promoted by the exhibiting companies to present the main new products in their range. Among the meetings with journalists, of particular interest was the one organised this morning by New Holland. Carlo Lambro, Brand President of New Holland Agriculture and CEO of CNH Industrial, not only illustrated some of the company's medium-term strategies focused on 4.0, but also expressed satisfaction with the growth recorded by the multinational in Italy and Europe. The undisputed star of the press conference was the new T6.180 Methane Power tractor, which was awarded the Sustainable Toty prize by the Tractor of the Year jury for the most innovative tractor in terms of sustainability. Product innovation and industrial policy were also the focus of the press conference organised by Argo Tractor. In the last three years," explained Alberto Morra, Member of the Board Agro Tractors SpA, "the Emilia-based company has focused a great deal on internationalisation activities, strengthening its position in all the main strategic markets, from Brazil to South Africa, from Germany to Turkey. At Argo Tractor, the innovations have involved the Landini and McCormick ranges in particular, with technological solutions that have further improved their performance in the field.

**Bologna, 20 October 2021**