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**EIMA International 2021, an exhibition under the banner of safety**

***Scheduled in Bologna from 3 to 7 February, the great event of agricultural machinery ensures compliance with rigorous safety standards that supplement national and international regulations with organizational and logistical criteria specifically designed for this exhibition. Among the most significant innovations, the wi-fi control room for monitoring the crowding of the exhibition venues, the task force responsible for controlling any gatherings, and the booking service for refreshment points.***

The EIMA International exhibition, which will hold its 44th edition at the Bologna exhibition centre from 3 to 7 February 2021, will be the first major event of the year dedicated to agricultural machinery.

It will feature nearly two thousand exhibitors from 50 countries - divided into 14 product sectors and the five thematic Trade Shows dedicated to "Components", "Green", "Idrotech", "Digital" and "Energy" - offering over fifty thousand models of machines and equipment for every type of work task, making this exhibition the main technical reference for operators from all over the world.

It will also be the first "in person" exhibition in this sector after the Covid 19 emergency, which has led to a sharp slowdown in production and business activities. For reasons of safety and health protection, the crisis forced the cancellation of trade exhibitions scheduled in 2020.

"Given the above - explained the President of FederUnacoma Alessandro Malavolti during the press conference, held this afternoon in streaming - the February EIMA must be the event of reference also as regards the criteria and safeguards for the safety of exhibiting companies and the vast audience of visitors and businesspeople, offering the highest standards employing specialized medical devices". "These must take into account the general rules set by national and international political and health authorities - added Malavolti - supplementing them with organizational and logistical criteria specifically designed for this review".

To allow the proper distancing and ensure even greater health and safety conditions, the system provides - as specified in the guidelines implemented by the internal regulations of the Bologna exhibition centre - controls and precautionary measures on three levels: the external areas and access to the event, the exhibition complex, and the exhibition spaces managed by companies. Prevention starts from the external spaces, spacing out the rows for access to taxis and buses, setting up dedicated parking areas, and organizing sanitized shuttles that connect the exhibition to the railway station, to the airport, and to visitor parking. The entrance to the exhibition spaces, which will require a mask, is managed by a computerized system that helps maintain the proper distancing between people, while the visitors' body temperature is measured in a portal with infrared cameras positioned near the turnstiles.

The second level of safety concerns the common areas: walkways, toilets, refreshment points of the exhibition. The organizers underline that these spaces are set up in such a way as to guarantee compliance with safety distances and differentiated paths. Enhanced cleaning measures are planned, including the continuous sanitation of the toilets. Sanitizing gel dispensers will be positioned in many places throughout the exhibition centre, and the ventilation system will be enhanced by significantly increasing the volume of external air and eliminating the air conditioning recirculation function. An unprecedented innovation will be the wi-fi control room, which will use heat map technology to help identify the areas with the greatest crowding. This will enable timely interventions to restore the safety distancing. An operational task force in service throughout the exhibition centre will also contribute to avoiding any gatherings. Another important new feature of the 2021 edition of EIMA regards the (enhanced) refreshment points, providing an innovative online booking service with slots displayed and selected based on availability. The catering service to the stands will also be managed remotely, with booking and delivery via the App. The third level of safety relates to the exhibition areas of the individual companies, set up in such a way as to facilitate their sanitization and cleaning (both at night and during the exhibition), to optimize the air exchange, and to encourage distancing. The company stands will also clearly mark the entry and exit path for visitors, to improve safety as well as optimizing the exhibition path.

**Bologna, 23 July 2020**