*Press release no. 9*

**EIMA International, "active safety"**

***The organizational machine of EIMA works to ensure the highest level of health facilities and safety standards. To date, approximately 1,600 companies have confirmed their participation and intend to contribute in a vigilant and responsible way to the success of the showcase. In the months of September, October and November alone, the general exhibition landscape will include 25 important exhibitions in the major Italian exhibition districts; the Covid emergency is manageable and must not induce companies to give up.***

Health is a value for everyone, not an issue that is important only for some. The exhibition industry, which by its very nature expresses shared interests, is demonstrating this in a concrete way. This is the message that FederUnacoma, the Federation of agricultural machinery manufacturers organizer of EIMA International, intends to launch in view of the 44th edition of the great agricultural machinery event, scheduled for 3 to 7 February at the Bologna exhibition centre. "The companies that choose not to participate in EIMA for reasons related to the health emergency do so legitimately - explains the President of FederUnacoma Alessandro Malavolti - but they must take care not to emphasize the health risk, in terms of communication, because sensitivity towards the issue of health is demonstrated not only by deserting an event, but also by participating in it safely". The FederUnacoma staff, the offices of BolognaFiere, the health authorities of the Emilia Romagna Region, and the approximately 1,600 exhibiting industries that to date have formalized their presence at EIMA International 2021 - underlines the Federation - all aim at the same goal, namely to create an exhibition that has the best prevention systems and that allows visitors and exhibitors to work without taking risks. "This commitment, which everyone is applying with rigour and a sense of responsibility, deserves respect - adds the President of FederUnacoma - and must not be diminished by those who believe that the best way to deal with the emergency is to desert the event". "Beyond the concern expressed by individual companies - adds the General Manager of FederUnacoma, Simona Rapastella - the trade exhibition system is in full swing and operates on the basis of the rules established by the Government and the health authorities". The reviews scheduled in Milan, Florence and Parma in September (about ten exhibitions including MICAM, the Camper Show, and fashion week) took place in a regular and orderly manner - FederUnacoma underlines - and all the showcases scheduled for October and November in the exhibition districts of Milan, Genoa, Bologna, Parma, Cremona, Verona and others (about fifteen other events from the Boat Show to SANA and SAIE) are confirmed and equipped to take place in conditions of safety and maximum benefit for the exhibiting companies. "EIMA International, which will take place in February 2021, that is to say in five months - concludes Rapastella - is proceeding in a pragmatic way, making use of the experience that the exhibition complexes are gaining during this autumn season, to guarantee health standards of the highest level, to the benefit of the many companies and businesspeople who believe in it and who will be its protagonists".

**Rome, 2 October 2020**