*Press release no. 1/2024*

**Agricultural mechanisation:**

**The eighth edition of EIMA Agrimach India**

***From February 29 to March 3, Bangalore is the showcase of agricultural mechanics. Over 130 exhibiting industries, 15 of them Italian, will present at the University of Agricultural Sciences the latest technologies for the agriculture of the subcontinent. The strategic role of ICE, the Italian Agency for foreing trade***

EIMA Agrimach India, the international exhibition of agricultural machinery, equipment and related components, opens tomorrow at the Campus of the University of Agricultural Sciences in Bangalore, Karnataka State. Organised every two years by the Indian Federation of Chambers of Commerce and Industry FICCI and the Italian Association of Agricultural Machinery Manufacturers FederUnacoma, this year the fair celebrates its eighth edition. At the inauguration ceremony will participate the major government authorities, both of the Indian and the federated state of Karanataka, and the representatives of the two organising bodies. The traditional ribbon-cutting ceremony, scheduled for 11 a.m., will therefore mark the beginning of an intense four-day event, which will present a wide range of agricultural technologies to the wide audience of buyers, farmers and technicians from February 29 to March 3. From open field tractors to irrigation systems, from components to crop protection equipment, to tillage machines, EIMA Agrimach offers solutions that meet the mechanisation needs of a country that covers over 3.2 million km2 and has extremely diverse soil conditions. The wide range of machines on display is also confirmed by the numerous manufacturers, more than 130 Italian and foreign brands, which - the organisers of FICCI and FederUnacoma say - have formalised their participation in the event. Relevant is also the presence of Italian companies, 15, participating in the Bangalore event with their Indian branches, or through their local distributors. The formula of the event is, once again, the one that has decreed its success over time. Since its first edition, EIMA Agrimach has in fact been characterised by the combination of static exposure and field tests of machinery, appreciated by farmers for the opportunity to see the mechanical means at work and to test their technical characteristics. But the Bangalore exhibition is also an important forum for discussion, a moment of confrontation between public decision-makers, stakeholders, and insiders, on the salient issues of the agricultural and agro-mechanical sectors. During the four days of the event – the organisers explain – numerous in-depth meetings are scheduled, ranging from the theme of innovation and sustainability in agriculture to that of primary education needs, up to the role of start-ups for the development of agricultural mechanics. Technology innovation will also be discussed at an important conference focused on public policies for the renewal of India’s machinery fleet. Another important appointment is that with business to business meetings involving buyers and foreign delegates. In this perspective, the ICE Agency, in collaboration with FederUnacoma, organised a mission of operators and journalists from Bangladesh, India, Malaysia, Thailand and Vietnam. Meetings will be held on February 29 and March 1 in a specially set up area.

**Bangalore, 28 February 2024**