## *Press release no. 17/2018*

**EIMA International, Bologna, capital of agricultural machinery**

***The 43rd edition of the world agricultural machinery exhibition opens tomorrow in the fairgrounds, with an event that attracts exhibitors and visitors from all over the world. EIMA's success derives from the desire of the manufacturing industries to invest in this exhibition their best resources in terms of technology and marketing, and also from the strategic choices of the organizing body FederUnacoma, which focused on specialization, internationality and consolidation of the relationship with the city ​​and the Bologna exhibition body.***

The EIMA international exhibition is preparing to host its 43rd edition with record numbers. There are 1,950 manufacturers exhibiting at the show, of which about 600 are foreign companies from 49 countries. In the five day event from Wednesday 7 to Sunday 11, official delegations are expected from 70 countries, as well as visitors from 150 countries (285 thousand total attendances in the 2016 edition), interested in discovering the most advanced technological solutions for each type of process and each model of agriculture. As per the consolidated setup of this exhibition, the wide range of products presented at EIMA is divided into 14 sectors of specialization and in thematic Pavilions: EIMA "Components", "Green" and "Energy" are joined this year by two new sections, EIMA Idrotech, dedicated to systems for irrigation and water management, and EIMA Digital, reserved to manufacturers of digital and "4.0" agriculture equipment. This morning in Bologna, in presenting the 2018 edition, Massimo Goldoni, managing director of FederUnacoma Surl, the organizer of the event, pointed out how EIMA today ranks second in the world among trade exhibitions, in a great position prestige in the general exhibition scene, currently second in absolute terms in Italy after the Milan Furniture Exhibition. Goldoni noted how the success of this exhibition depends primarily on the willingness of the exhibiting industries to invest, offering new products and previews, and committing the best corporate resources to enhance their brands and promote their products. The role of FederUnacoma - Goldoni added - is to create the best conditions for the dialogue between supply and demand of machinery to be effective and productive. The strategic choices made by the Federation - explained the managing director - have proved successful and can be summarized in these terms: professional setting of the showcase, which is aimed at an audience of economic operators and specialists in agriculture and engineering; strong international characterization, which today allows EIMA to be a great platform for the world market of agricultural machinery; consolidation of the relationship with the fair organization and the city of Bologna, under the contract that links EIMA to the city until 2030, and whose mission is to consecrate Bologna as the world capital of agricultural machinery. The positive and dynamic partnership between FederUnacoma and BolognaFiere envisages a progressive restructuring of the exhibition centre, a structure that already sees the launch this year of the new pavilions 28, 29 and 30, outstanding in terms of aesthetics and functionality, suitable to host products such as agricultural machines that are - said Goldoni - "a cutting edge sector, a formidable expression of human ingenuity, a symbol of cooperation and progress".

**Bologna, 6 November 2018**