



UNACOMA
service



Esposizione
Internazionale
di Macchine
per l'Agricoltura

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Mac/dc/001/s
Circ. n. 1

Rome, 7 January, 2010

TO ALL AGRICULTURAL MACHINERY MANUFACTURERS

Their headquarters

EIMA INTERNATIONAL 2010 – Request for participation

With this circular, we take pleasure in sending you regulations for EIMA International 2010 and the form for requesting participation in the event.

EIMA International will be held on the grounds of the Bologna Trade Fair center from November 10 through 14, 2010. The exhibition is one of the most important international events in the trade fair panorama for the sector and has always drawn the participation of the world's leading manufacturers to provide visitors with a complete showcase of the finest mechanical technologies available for agriculture, livestock raising, forestry, the agri-industry, bio-energy and components. In organizing the upcoming EIMA International, special attention will be focused on professional Italian and foreign visitors and the number of B2B meetings and workshops will be increased.

As is apparent with a reading of the documents, an important new fees feature is being introduced for the 2010 edition. This is a calibrated table of fees to replace the single fee set per square meter of exhibition space. This commercial initiative is intended as a very real response to the situation created by the global crisis weighing on the exhibiting enterprises, one which offers many companies the chance to take part in one of the most important events in the agricultural mechanization sector on financially advantageous conditions.

EIMA International 2010 will also bring back the **EIMA Energy and EIMA Components Salons which greatly contributed to the success of the 2008 edition.**

EIMA Energy – The exhibition of products, technologies and services for the use of renewable resources for generating energy. The 2008 edition was held on an area totaling more than 7,000 square meters of exhibition space to give some 100 companies the opportunity to take part in a highly specialized and qualified framework and to make use of an outdoors demonstration area. Other significant initiatives enhanced the value of the salon. These included a large number of seminars and conferences and guided tours of renewable energy plants around Bologna.

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The upcoming edition of **EIMAEnergy** will be held at a strategic time in the process of developing renewable energy sources. The revolution in renewable energy sources expected in the years to come will lay the foundation for an economic system which pays increasing attention to efficiency and sustainability. At the national level alone, millions of euros will be invested in the bio-energy, solar and wind sector to the benefit of the industry as well as the primary sector.

EIMA Components – The specialized exhibition of components, accessories and spare parts. The salon is the only appointment on the trade fair calendar dedicated to components for agricultural mechanization. The components sector, which includes accessories and spare parts, has always been an extremely important feature in the framework of the Bologna review. For the 2008 edition, in fact, the salon brought together 700 exhibiting industries, 450 from Italy and 250 from abroad, on an area of more than 24,000 square meters.

Intentions for the 2010 event are to further heighten the visibility of a sector characterized by technological innovation which, in recent years, has taken on increasing strategic importance for the industries which manufacture and assembly machinery and equipment.

It must be pointed out that **requests for participation must be submitted only by post or courier** (requests filed by fax or e-mail will not be considered) **and accompanied by the receipt for payment of the related advance fee confirming the commitment** to: EIMA International – Via Venafro 5- 00159 ROME, ITALY. The participation form is available on the site www.eima.it; moreover, **as for the 2008 edition, machinery used exclusively for gardening cannot be exhibited**. For this reason, the list of merchandise categories of machinery and/or components which cannot be exhibited is again attached.

In the hope that we can add your company to the roll of EIMA International exhibitors and in the certainty that the edition of the coming year will fully meet the needs of the exhibiting companies and businesspeople in mechanization, we extend our cordial greetings.

Head of Events
(Dott. Marco Acerbi)

