



Esposizione
Internazionale
di Macchine
per l'Agricoltura

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EIMA International: Machines at Full Blast

EIMA International's record-breaking attendance and high level of organisation and technical content was taken as a sign that the international farm equipment market is growing strongly, as confirmed also by agreements under which EIMA will co-organise fairs next year in Abu Dhabi and India

With a grand total of 140,682 visitors, EIMA International 2008 closed its doors yesterday afternoon after a packed five-day schedule of seminars, forums, conferences and the like which confirmed the event's rising pull on the public, both in Italy and abroad.

Attendance was 6% up on the last edition in 2006, and the number of foreign visitors rose to 22,509, 25% more than two years ago and accounting for 16% of the visitor total, up from 13% in 2006 and just under 9% in 2005.

Machinery and equipment for all types of agricultural operation and appropriate for various approaches to farming were the protagonists of the five-day event, attended by over 1,600 manufacturers from forty countries.

An impressive visual scenario, practical demos, two new specialised sections (EIMA Components and EIMAEnergy) as well as an intense round of meetings and conferences on technical, political and economic issues provided a fascinating experience for farmers, agriculturists of all kinds and machine and equipment professionals, as well as visitors attending simply because they are interested in machines and motors — the right place, too, to tell the story of many important makes, including the 90th anniversary of Fiat tractors and the 75th of Lombardini engines.

Major space was set aside for bio-energy, the main leitmotif at the event, with specific conferences, seminars and guided visits in which the public could appreciate the quality of the technology and the concrete possibilities of exploiting renewable energy from the land. The conferences included one on the EU-funded BITES Project, promoted by UNACOMA and the Italian Biomass Association to create an online data base of the best European bio-energy projects.

Technological innovation was also the focus at the EIMA Lab area for applications to farm equipment of the most advanced research into new materials, lighting systems and mechatronics. There was also the exhibition of entries for the Technical Novelties award for which the prizes and mentions were handed out at a gala dinner for exhibitors held at Bologna's Re Enzo Palace.

EIMA International also serves the purpose of focussing political attention on the agricultural equipment industry. Speeches from Minister for Agricultural Policies Luca Zaia, one of his undersecretaries Antonio Bonfiglio, and Carlo Giovanardi, an undersecretary at the Prime Minister's office stressed the importance of machines in a competitive and quality agriculture. Interesting in political terms were the conferences held by CEJA, the European young farmers' association, and Coldiretti.

Thanks to new investments by BolognaFiere, which runs the fair facilities, this edition of EIMA International showed improvements on all fronts, but above all it proved to be an intriguing insight into market dynamics for agricultural equipment at a time when most economic news is on the dismal side.

"The main European countries have seen a growth in agricultural machine sales this year," said Massimo Goldoni, UNACOMA's president, "and there is also a clear growth in demand in the emerging countries, in particular Brazil, India, China and Russia. But the Italian market is in difficulty and requires incentives

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to allow individual farms to update their equipment without weakening with respect to the foreign competition.”

The technological level of agriculture is rising globally, and the demand for machines is tangible proof of it. “EIMA is truly a reference-point for equipment professionals from every part of the world,” said Guglielmo Gandino, managing-director of UNACOMA Service, which organises the event, “but some markets also need an on-the-spot presence. In the last few days we have unveiled two new fair events, EIMAGulf and EIMA Agrimach, respectively in Abu Dhabi on 28-30 April and New Delhi on 3-5 December of 2009. EIMA would not be international if it weren't also capable of exporting its know-how to new context.” The next edition of EIMA International is at the Bologna fair quarter on 10-14 November, 2010.

Bologna, November 17, 2008

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