



International Agricultural
Machinery Exhibition

eima@unacoma.it
www.eima.it

Unacoma Service s.u.r.l.

Operating and
administrative offices:
Via Venafro, 5
00159 Roma - Italia
Tel. (+39) 06 432981
Fax (+39) 06 4076370

Registered office:
Viale A. Moro, 64 - Torre 1
40127 Bologna - Italia
Tel. (+39) 051. 633.3957
Fax (+39) 051.633.3896

Cap. Soc. € 52.000,00
C.F./P.IVA 04227291004
R.E.A. di Bologna n. 408195
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EIMA International Hits Record Expo Space

Agricultural equipment makers are seeking new expo space at their premium international fair and will enjoy over 105,000 m² with new halls available for the 2008 edition as UNACOMA Service's Guglielmo Gandino looks to foreign fair events and further internationalisation.

When EIMA International goes on stage at Bologna on November 12-16, it will hit a number of records. For its second edition as an event on alternate years, demand for exhibition space is already 18% up on 2006, said Guglielmo Gandino, managing-director of the organiser, UNACOMA Service, during a press conference to give the latest update on the event. Further requests are expected in the coming weeks and, at the end of it all, total expo area will rise in the end to over 105,000 m² including covered space, new temporary exhibition halls and open areas for demonstrations.

This success is one of the first effects of the decision to remove garden and park maintenance equipment from the EIMA menu to create a specialised fair, ExpoGreen, held every other year when EIMA International is not scheduled. About 12,000 m² were set aside for gardening and related equipment, and this has now been fully occupied by farm machinery. EIMA International exhibitors should rise to over 1,600 this year; there would be more than 1.950 if gardening equipment was still included.

As always, the fourteen product sectors cover everything from farming and forestry to livestock and agro-industry. Of new importance is the range of components on show. As of this edition, components have been given their own specialised salon called EIMA Components with exhibition area of about 24,000 m². Another important novelty is EIMA Energy, an exhibition area for agro-linked renewable energy – especially biomass, biogas, and wind and solar power. Organised with ITABIA, the Italian Biomass Association, the area will also host seminars and debates, especially an important international conference for the EU's BITES project for research and technological development, information points, demonstration models and stands for specific plants.

Information and its propagation will remain one of the key missions at EIMA International, offering visitors not just an impressive shop window of the best agricultural technology (over 20,000 models on show), but also a communication interchange between all the components of the world of agriculture. At EIMA Lab, innovation will be king, with the latest technical innovations and numerous initiatives in cutting-edge research and applications.

The schedule includes a number of conferences, some promoted directly by UNACOMA and UNACOMA Service and by agricultural and agro-mechanical organisations. The showbiz side will include a challenge round between graffiti writers in decorating cast-off tractors. Working with Italy's Foreign Trade Institute, numerous foreign delegations are attending – to date, twenty with official delegations. Especially important are those from India, Brazil and Russia, where there is a growing demand for technology for agriculture, but also South Africa and countries from the Mediterranean, the Middle East and central and eastern Europe.

“The geography of mechanisation in agriculture seems increasingly extensive, as shown by the recent Agrievolution summit organised by UNACOMA Service in Rome at the end of May”, commented Gandino. “There is a notable potential for growth in mechanisation in the various agricultural areas of the world, but there is a need to develop technology adapted to the different contexts of production, promoting formulas for technical and commercial cooperation and making the most of occasions when demand meets supply, as at the big fairs”.

Of great importance in terms of fairs is the agreement between UNACOMA Service and the Federation of Indian Chambers of Commerce and India for a fair called EIMA Agrimach in New Delhi as of December 2009. The fair to be held every other year will cover agricultural equipment with active demos as well as static stands. The event will receive the backing of the Indian ministry for agriculture.

PRESS RELEASE



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