



**Esposizione  
Internazionale  
di Macchine  
per l'Agricoltura**

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## **EIMA 2008: an enormous display of agricultural mechanization**

*The international exhibition of agricultural machinery opens tomorrow at the Bologna Trade Fair with record breaking numbers. More than 1,600 manufacturing industries arriving from forty countries, an exhibition area of greater than 105,000 square meters. In unveiling the exhibition, UNACOMA Service Managing Director Guglielmo Gandino underscores the leading role played by the great trade fair events and laments the lack of coordination among the regional fair agencies*

The exhibition of machinery for agriculture, forestry, the agri-industry and related components, EIMA International 2008, opens tomorrow in the Bologna trade fair quarters. For five days to Sunday the 16th, 1,600 exhibiting manufacturers from forty countries will offer the world's finest production in the sector and the widest possible range of machinery and equipment on an exhibition stage of 105,000 square meters net. With more than 25,000 models on display representing 1,000 merchandise items, 30 official foreign delegations in arrival and a schedule of events covering all the issues connected to the development of agriculture and applied mechanics, EIMA International is confirmed as truly one of the most important trade fairs of its type in the world. The managing director of EIMA Service, the company responsible for organizing the event, Guglielmo Gandino, told a press conference here this morning, "The choice of making the exhibition a biennial and to separate out the gardening sector to be able to accentuate the agricultural specialization of this event has turned out to be a winner because as it is, the technical content here is extremely high with a great number of new features presented and because the companies have more exhibition space for the presentation of their products". Are 14 the Technical Innovation 2008 citation, and 18 the Technical Mentions.

Greater exhibition space and a larger number of specializations: multi-sector areas for the full-line industries in pavilions turned over to the fourteen merchandise categories in which the various types of machinery are grouped, brand new salons dedicated to components – EIMAComponents – and the bioenergy line – EIMAenergy.

Gandino explained, "The two salons provide a wide range of specialized machinery as well as services for visitors and a schedule of conferences, seminars and dynamic demonstrations which fit into the general program of the review, never before so well rounded as this year's". Great room will also be devoted to issues involving the CAP, safety, technological innovation and the international markets for an edition expected to draw more than the 134,000 visitors on record for the previous outing. "Events of this scope strengthen the entire Italian trade fair system which is, however, still ailing from the lack of coordination. As the board of directors of the C.F.I. (the Confindustria Trade Fair Agency) pointed out to Minister for Economic Development Scajola on the need for setting up a coordination body, we are convinced that the transfer of trade fair activities to the direct control of the regions will carry with it the multiplication of events to the detriment of the big exhibitions which, on the other hand, require important synergies". Gandino concluded by saying, "We are confident that the minister will act in order to protect the Italian system from the competition coming from ever more organized and fiercely competitive foreign organizations".

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# COMUNICATO STAMPA