



International Agricultural  
Machinery Exhibition

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## **‘Agrievolution’: UNACOMA, Club of Bologna Debate Machines Worldwide**

*Using data from the Agrievolution summit in Rome this May, UNACOMA and the Club of Bologna’s international farm machinery experts looked at future scenarios, noting – as UNACOMA’s Massimo Goldoni explained – “different needs in different countries, but with a common factor in the strong growth in demand for equipment”*

World demand for bio-fuels to be used in vehicles is set to climb significantly in the coming decades and will also change the face of agricultural production – one of the major transformations at the heart of discussions among the experts of the Club of Bologna at EIMA International on Saturday and Sunday. Figures from the Agrievolution summit organised in Rome this May by UNACOMA and UNACOMA Service suggest that bio-fuels currently account for 1-2% of world demand for energy to power vehicles and could double by 2015, rising further to almost 6% by 2030.

The Club’s agenda at this year’s edition of EIMA International is to outline a scenario for world agriculture and the demand for agricultural equipment in the various parts of the planet. As UNACOMA’s President Massimo Goldoni explained, “If in western Europe and the United States, demand will be directed at machinery with a high technological content in a market based essentially on replacing obsolete machines with up to date ones, mechanisation will be different in other parts of the world.”

Structural changes in production methods in Russia and eastern Europe will create a growth in demand for reliable, high-performance machines, even if only limited electronic technology is used. In countries like China, India and Egypt, where farming’s primary function is to keep food supplies abreast of growing population, the biggest need will be for smaller machines adapted to small farms. Intermediate technologies should be the hallmark of countries such as Brazil, Paraguay and Argentina with major natural resources and a specialised agricultural economy devoted primarily to exports.

These countries, the scenarios discussed suggested, will not only import machinery, but will also produce it and also export it thanks to an especially favourable price/quality ratio.

“With the globalisation of agriculture,” said Goldoni, “in essence, there will also be a globalisation of machine markets with an increasingly important role for those players who know how to interpret the evolution of the various agricultural systems and develop both commercial and industrial partnerships.”

**Bologna, November 15, 2008**

# PRESS RELEASE