



Presentation EIMA Agrimach - New Delhi, December 2009
Speech by Guglielmo Gandino, UNACOMA Service Managing-Director

Before starting this press conference, I would like to give a warm welcome to the delegation from the Indian Federation of Chambers of Commerce and Industry.

Some time ago, the two main objectives that UNACOMA picked out for itself were to **internationalise** and to **improve and focus** its services.

As part of our efforts to help our member companies to internationalise, we decided to start negotiations to create cooperation agreements for the realisation of fair events outside Europe, so as to give our members the opportunity for useful business contacts in the chosen area.

The Italian government mission to India in January found interest from the IFCCI, which has 250,000 members, in cooperating with UNACOMA on the development of understandings in the field of agricultural equipment.

In April, thanks to a fundamental contribution from the Italian Foreign Trade Institute (ICE) and of course the IFCCI, we organised a workshop, partly in New Delhi and partly in Mumbai, to promote a meeting between a first group of our companies with over a hundred local operators, primarily interested in industrial agreements.

On that occasion, represented Carlo Tonutti, its vice-president, UNACOMA and the IFCCI signed a memorandum of understanding which identified all possible fields of cooperation between the two organisations.

We also started negotiations in the field of fairs, and this led to the signing of an agreement in Rome on May 31 in the presence of IFCCI Secretary-General Amit Mitra and Emma Marcegaglia, the president of Confindustria, the Italian industrialists' association.

Some large agricultural equipment makers are already present in India, the main ones being New Holland, John Deere, SAME and Carraro.

Starting in the 1970s, India was the protagonist of the Green Revolution, the transformation of agriculture to achieve agricultural self-sufficiency thanks to technological improvement, above all in irrigation, and the introduction of new seeds capable of guaranteeing more than a single harvest a year. This enabled India to become the world's major producer of tea, milk and pulses, and the second largest producer of corn, rice, fruit and vegetables.

Indian agriculture employs over 50% of the active population and contributes 18% of the country's GDP, yet it still suffers from major inefficiencies due to:

- strong reliance on rain water;
- low profitability due to technical shortcomings and machine obsolescence;
- inefficient distribution and transport systems.

Agricultural mechanisation has increased constantly over the years, even if it has only attained 1.5 kW per hectare, albeit with averages of around 250,000 units with a power of 40.70 HP added each year. The Indian market's share of the world market in agricultural equipment is estimated at around 10% for a total value of over \$65 billion. Easy of access to specific financial programmes with easy interest rates has determined a strong expansion of the market, also supported by the government's commitment to building and improving infrastructures.

Despite the importance of the market, there is only one agricultural equipment fair, Agritech, held at Chandigarh every other year. This year, it is on November 28-December 1, and UNACOMA will be sending a delegation of companies. This event focuses primarily on agro-industry equipment, and there is only a marginal role for agricultural machinery.

With the IFCCI, and in concert with the Indian Ministry for Agriculture, we have decided that an effective event should satisfy the following requirements:

- be held in the New Delhi area where agriculture and farm machine use is most developed;
- take place in odd-numbered years in November-December and last three days;
- also cover fertilisers, seeds and agricultural services;
- offer field demos;
- envisage a possible sector for gardening;
- involve the Ministry and the institutions linked to it.

As a result, we have decided to organise jointly **EIMA Agrimach India 2009**, from December 3-5 2009, at the Pusa quarter in New Delhi, in the campus of the Indian Agricultural Research Institute (IARI), which is owned by the Ministry for Agriculture. This was the university from which the Green Revolution set out in the 1970s.

The event, which will take place under the aegis of the Indian Ministry for Agriculture, will house the stands in tensile structures, and the field demos will be organised on the surrounding land. This approach will permit extensive flexibility. By agreement with the IFCCI and the IARI, we can decide on how many square meters of space are needed once we know what the actual exhibition needs are.

The location of the IARI permits easy access without any problems of logistics, transport links or parking since it is part of the New Delhi suburbs in an area devoted solely to the university and congress centre.

We have put the brochure and related documentation on the project in your welcome folders; we hope to see great numbers of you attend this event which we consider as a fundamental step towards internationalisation, in a market with one of the biggest potentials in the world.