*Press release no. 8*

**EIMA International: agricultural machinery "on track"**

***No change of programme for the great agricultural machinery event, which confirms its calendar as already defined, with the event on a digital platform in November and the traditional exhibition in February 2021. The synergy between virtual reality and physical event aims to relaunch the sector's market, In response to a demand for technologies that is growing globally. Health standards and anti-Covid systems at the highest level.***

EIMA International confirms the commitments and confirms the dates. The world exhibition of agricultural machinery will take place as scheduled with the two announced editions: the preview on a digital platform, from 11 to 15 November, and the physical exhibition - in the Bologna exhibition centre - from 3 to 7 February 2021. FederUnacoma, the Italian manufacturers' association that organizes the event, reiterates the reasons that led to the definition of the current calendar and to decide on the dual rendezvous, in the words of its President Alessandro Malavolti: "The Covid emergency has slowed down the agricultural machinery market - explains Malavolti - but the demand for machinery is potentially very high, and businesses need an event that brings together the technologies produced by the industries in the sector with the needs of agriculture in different areas of the world". "The dual rendezvous aims to serve the market - adds Malavolti - providing an extraordinarily rich virtual preview designed to explore the business potential on a global level, and a physical edition with great technical content and great scenographic impact". "Thanks to the digital preview - concludes the president of FederUnacoma - businesses will be able to face the February exhibition in a rational and selective way, optimizing the times and costs of their participation". Participation in EIMA International - explains the organizing office of FederUnacoma - has been very high from the moment when registrations for the great event were opened in September 2019. And still today - despite the health emergency that has hit the sector's production and trade events - the group of registered manufacturers is very large and strong. "Unlike other trade exhibitions, that recorded a sharp decline in participants even before the pandemic and therefore decided to cancel their event - observes Simona Rapastella, FederUnacoma General Manager - EIMA International maintains a very high profile, as it currently has a contractual obligation towards 1,600 exhibitors, aiming to offer them the best business opportunities". "The international scenario is still critical, and for this reason we are studying measures to facilitate participating companies both from an economic and organizational point of view - adds Rapastella - but above all we are working to offer exhibitors and visitors the highest standards of safety". The EIMA Technical Panel for Safety was established last week, involving the heads of FederUnacoma and BolognaFiere as well as external consultants specializing in health prevention. This way EIMA focuses on the best prevention systems at international level, aiming to make the Bologna exhibition "the safest place in which to promote and develop business meetings".

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