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**EIMA 2022: the 'road show' in Central East Africa**

***The EIMA presentation tour starts today in Ethiopia, Kenya and Uganda. The great exhibition of agricultural machinery, to be held in Bologna from 9 to 13 November, will be the focus of meetings (from 11 to 15 July) with the trade press and an audience of businesspeople selected by the local ICE Agency offices. The value of imports of agricultural technology is growing in the three*** ***Central East African countries.***

The EIMA International 2022 road show in Central East Africa begins this morning with a press conference in Addis Ababa, Ethiopia. After the start in the Ethiopian city, the tour will also include the capitals of Uganda and Kenya - Kampala and Nairobi - where it will stop respectively on July 13 and 15. Promoted by the ICE Agency and FederUnacoma, the Italian association of agricultural machinery manufacturers, the tour includes the participation of Italian diplomatic representatives in the three African countries, and aims to present the next edition of the Bologna exhibition, the first in the world in terms of internationality, to a highly selected audience of trade operators, a target in line with the technologies that manufacturers will be exhibiting at EIMA from November 9 to 13.

But the road show on the African continent is also an opportunity to prepare the activities of the official delegations that will be in Bologna during EIMA International for business meetings with the Italian exhibiting industries. Already in the course of 2021 - explain the organisers - Ethiopia, Kenya and Uganda recorded, according to analysts from the company StudiaBo, a significant increase in the value of agricultural machinery imports, with percentages even exceeding 30%. Import growth, according to analysts' forecasts, is expected to continue until 2025 with rates of between 6% and 12%. In the next few years the three Central East African countries will therefore express a significant demand for agricultural machinery for farming and EIMA International, with its approximately 50 thousand models on display, offers all the most advanced technological solutions for every type of agriculture.

**Rome, 11 luglio 2022**