



International Agricultural  
Machinery Exhibition

eima@unacoma.it  
www.eima.it

Unacoma Service s.u.r.l.

Operating and  
administrative offices:  
Via Venafro, 5  
00159 Roma - Italia  
Tel. (+39) 06 432981  
Fax (+39) 06 4076370

Registered office:  
Viale A. Moro, 64 - Torre 1  
40127 Bologna - Italia  
Tel. (+39) 051. 633.3957  
Fax (+39) 051.633.3896

Cap. Soc. € 52.000,00  
C.F./P.IVA 04227291004  
R.E.A. di Bologna n. 408195  
A sole-partner company  
subject to management  
and coordination by the  
Unacoma Association  
www.unacoma.it

Press release no.1/2010

## **EIMA International 2010: machines in great form**

*Great participation of manufacturers exhibiting, three specialized salons and businesspeople arriving from all parts of the world for the upcoming edition of EIMA International scheduled, for next November 10 to 14 at the Bologna Trade Fair Center. Unacoma Service Managing Director Guglielmo Gandino refers to EIMA as a fundamental passage for an industrial sector now looking to the future with greater confidence in the wake of the economic crisis.*

EIMA International is still six months off but the Bologna review already bears all the earmarks of success. The 2010 edition of the international exhibition of machinery and equipment for agriculture, the agri-industry, forestry and livestock raising is set for next November 10 to 14 at the Bologna Trade Fair Center with the certainty of reaching the numbers needed for a great event as regards exhibitors and space committed. On the basis of applications for participation confirmed, the Unacoma Service organizers are looking forward to an outstanding edition to follow the record 2008 EIMA which drew 1,600 industries exhibiting on a total area of more than 100,000 m<sup>2</sup>. The review, divided into 14 merchandise categories and organized in cooperation with BolognaFiere, will be further enriched by three specialized salons, EIMA Components, EIMA Energy and EIMA MiA, the first focused on components, accessories and spare parts, the second on products, technologies and services for energy from renewable sources, and the latter on multi-functional agriculture. EIMA MiA will be making its debut at EIMA 2010 as a brand new salon certain to attract not only crowds of businesspeople in area of traditional farming but also a wider public of those involved in maintenance and sports, recreational and agri-business activities in the rural setting and in need of specific machinery and equipment. The extremely high technological content of the review will be ensured by the participation of all the world's major manufacturers to open the way to comparisons of the finest products from industries arriving from more than 40 countries, ranging from the United States to Germany and Italy and on to Japan, Australia, India and China. This well-defined international character is the Bologna exhibition's strong point, the draw for visitors from all parts of the world and official delegations – organized with the crucial support of the Italian Foreign Trade Institute (ICE) – from 25 countries, from South America and the Far East to Central and Eastern Europe and North Africa. Unacoma Service Managing Director Guglielmo Gandino affirmed, "Following the grave crisis which struck the international economy, the EIMA review can provide highly important indications on the state of health of the agricultural economies in various areas and the general market recovery." He went on to say, "Participation in EIMA by the manufacturing industries and their enthusiasm in putting their latest models and most advanced technologies on display disclose, in any case, the great capacity of the sector to react and are the prelude to an economy starting up again thanks to the innovation capabilities of the enterprises in this sector of excellence in mechanics."

**Rome, May 21, 2010**

# PRESS RELEASE