



International Agricultural
Machinery Exhibition

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EIMA International “all sold out”

The 2010 edition of the world review of agricultural mechanization slated for November 10-14 in Bologna will have the same numbers as those for the record-breaking 2008 edition. More than 1,600 companies exhibiting on 100,000 m² under cover. All the major manufacturers taking part and confirmation already in for 30 official foreign delegations

The trade fair center is committed to capacity, exhibiting industries reaching quota of 1,600, official delegations from 30 countries already confirmed and visitors expected from 130 nations. This is the picture for the 2010 edition of EIMA International, the agricultural machinery review set for November 10 to 14 at the Bologna Trade Fair Center.

The participating industries, some 1,100 from Italy and another 500 from abroad, will take over 100,000 m² of exhibition area under cover allocated for 14 merchandise specializations and three theme salons, EIMA Components, EIMA Energy and EIMA Mia, focused on components, renewable energy sources and multi-functional agriculture.

In presenting the entire line-up of the world's major manufactures and a huge number of small and medium-size specialists, EIMA International will be offering a complete panorama of the finest technologies for work in agriculture, zootechnics, the agri-industry, forestry, in renewable energy sources and the components sector for a vast public of businesspeople, farmers and contractors as well as researchers, professionals and agricultural mechanization enthusiasts.

The exhibition is promoted by the Italian manufacturers' association UNACOMA and organized by Unacoma Service for a review of production at the world level and, thanks to the layout of the merchandise sectors, will allow direct comparisons of the technical characteristics of the models produced by the various manufacturers. Among these categories, the one accounting for the largest number of exhibitors will be components, with 449 industries arriving, followed by the 255 manufacturers bringing their irrigation equipment and by 201 companies presenting machinery for tilling and fertilization. Certain to draw great interest are the sections dedicated to the full-liner industries who can present the complete ranges of their products, tractors and other farm machinery and equipment. Aside from the large number of Italian industries taking part, from the country with a strong industrial fabric and a special tradition in the sector of agricultural mechanization, strong participation is arriving from German companies, 46, and from Spain, 46, followed by China, with 51, France, at 39, Turkey, 38, and the United States, 30. The stands will be located inside indoor climatized pavilions and the review will be extended to the outdoors where demonstrations areas will be set up around the perimeter of the trade fair center. A space named area 48, in front of pavilion 35, will be given over machinery and equipment specifically designed and built for the bioenergy production chain.

The international nature of EIMA is evident in the participation of industries from a large number of countries, 43 of them, as well as in the arrival of foreign businesspeople. Thanks to the cooperation of the Italian Foreign Trade Institute ICE, a long-standing institutional partner of importance in the mechanization sector, the review can count on delegations from around the Mediterranean region (Algeria, Egypt, Libya, Morocco, Tunisia), the Balkans and Central and Eastern Europe (Bosnia, Croatia, Serbia, Russia, Romania, Bulgaria, Poland), the Americas (Argentina, Brazil, Chile, the United States), from the Middle and Far East (China, South Korea, the Philippines, Jordan, Kurdistan, India, Iraq, Lebanon, Syria, Vietnam), from Africa (Kenya, Ethiopia, South Africa, Sudan) and from Australia. As regards the number of foreign businesspeople bound for Bologna, expectations are for a 2010 edition marking a repeat of the success of the previous exhibition attended by 22,500 foreign businesspeople coming from 130 countries.

Rome, September 10, 2010

PRESS RELEASE