



International Agricultural
Machinery Exhibition

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Press release no.4/2010

Components: value added for agricultural machinery

There will be 665 industries exhibiting at EIMA Components, the components salon in the setting of the international exhibition of agricultural machinery, EIMA International, scheduled for November 10 to 14 in Bologna. Alessandro Malavolti, the president of the Comacomp manufacturers association, discusses Italian excellence in the sector which vaunts cutting-edge technologies for quality mechanization

Components have taken on increasingly greater importance in the EIMA International framework because of the number of manufacturers exhibiting, the wealth of merchandise and the high technological level of the products on display. Since 2008, with the creation of the specialized EIMA Components Salon within the Bologna exhibition, the visibility and resonance of the sector has surged. This year's edition, set for November 10 to 14, will be even more lavish and highly organized with a layout involving distinctive graphics, specially designed signs and a *totem* information system at the service of visitors. The salon will be the single point of specialized reference for components at the world level and will vaunt prestigious numbers: 665 industries arriving, 245 of them from abroad, exhibiting on an area of nearly 23,000 m² their merchandise ranging from drivers cabs and pneumatics, to seat motors, accessories, irrigation systems and electronically controlled sprayers. The large number of Italian manufacturers coming testifies to the front-rank role the country plays on the world stage with workforces totaling more than 6,000 and annual sales of some € 1.4 billion. The Bologna review will come at a crucial time for sounding out the market in the wake of the global economic crisis which also hit this sector of Italian industry.

Alessandro Malavolti, the president of the Comacomp association of components manufacturers within Unacoma, commented, "It cannot be said that the crisis has been overcome but the market is recovering and EIMA Components is an event which can add drive to our industries' business, not only in the traditional markets but also in the emerging markets, in Brazil, China, India and Russia."

Ergonomic seats and dashboards, cab air conditioning systems, pneumatic anti-compaction, electronic systems for the control of mechanical functions and work and individual protection devices for workers are but a few examples of the components built for safety and up to the quality and eco-compatibility of agricultural work.

"The quality standards of agriculture are increasingly higher, especially in the European Union setting, and the need to safeguard the environment is more and more pressing in the emerging and developing countries and it's precisely the components sector which can make a leap of quality possible in the mechanization industry," Malavolti said. He went on to affirm that the Italian industries are aiming to boost their competitiveness not only in the area of quality but also as regards costs and the organization of production. "The prices of raw materials, which are still high, weigh on our industries, along with an overly fragmented order system which makes it difficult to plan activities in the plants." He concluded by noting, "These are critical external factors, not factors of intrinsic weakness within our enterprises which are not frightened by rivals in normal market conditions. Monitoring raw materials prices, creating consortiums of enterprises and developing cooperative long-term relations with foreign partners are useful steps for strengthening our industries and this is precisely the direction of the work we are pursuing as the association for the sector."

Rome, October 29, 2010

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

PRESS RELEASE