



International Agricultural
Machinery Exhibition

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EIMA International: Rendezvous, Bologna

The EIMA International 2010 industrial fair at the Bologna fair area on November 10-14 offers an extraordinary schedule of events and meetings, for the press, agricultural equipment specialists and the general public, whether or not they use farm machinery

EIMA International 2010 is an international event in grand style. It covers 100,000 m² net and will see the participation of over 1,600 companies, but will also stage a vast range of cultural and informational events - which opens with the Unacoma press conference held on November 9 on the opening day-covering issues, both technical and politico-economic, for example, UNACOMA's own Agriculture and Industry – A Combination for Development, where the participants will include top officials from the professional agricultural organisations, Confindustria, Ministries of Agriculture and Economic Development, and is based, working with the data of a study carried out on the Italian system especially by Nomisma, the Bologna-based think-tank.

There will also be a public session of the EU's Economic and Social Committee on the Problems and Prospects of Agricultural Mechanisation and a debate on world market trends on the basis of the findings of the Economic Working Group of Agrievolution, which groups representatives of the manufacturers' organisations in the world's leading industrial nations. Detailed debate of market prospects in India will come from a meeting promoted by the Indian Federation of Chambers of Commerce and Industry with which UNACOMA Service shares organisation of the EIMA AgriMach fair in New Delhi.

Interaction between agriculture and the environment should become clearer thanks to a conference with the title, Four Pillars of the Future – Environment, Bio-energy, Machines and Safety, organised by UNACOMA, ENAMA and the financial daily, Il Sole-24 Ore. Climate change and agro-meteorology will come up at The Climate Project promoted by the Al Gore Foundation and a meeting, Agro-Meteorology for the Farm, organised by Florence University with UNACOMA.

The problems raised by agriculture's environmental impact will include a conference promoted by Catania University on soil, including rock eroding pests and how the fight against them can be mechanised. Energy from agriculture will be dealt with in a number of events, ranging from a biogas seminar organised by the Forestry Agronomists' association, mini-biogas plants organised by Energy Life with Perugia University, and a seminar on the IEE-EUBIONET project organised by AIEL/CIA. Il Sole-24 Ore comes back with a meeting on bio-energy, while Itabia, AIEL and Confagricoltura have cooperated on a meeting on the national action plan to develop renewable energy sources. To issues relating to the sales network is dedicated to a press conference sponsored by Unacma, held on the opening day.

Irrigation and water saving are the focus of a conference organised by AMIS and irrigation will also be at the heart of a conference organised by Egypt's Ministry for Agriculture on irrigation, especially in the drought-smitten areas of East Africa. Itagrit will hold a work-shop on openings for cooperation between Italian companies and African countries. Also on foreign markets is the Abimaq seminar with UNACOMA on market opportunities in Brazil.

As always at EIMA, machine safety is a major topic with a conference, Safety - Initiatives and Prospects, organised by UNACOMA with the participation of all the bodies in some involved with machine safety in Italy. Closely linked is the conference on safety and other forms of certification organised by ENAMA on the theme, Certified Made in Italy.

To mark the first edition of EIMA Mia, a salon on multifunctional approaches to the rural environment, there will be a schedule of conferences organised by Promoverde, Cultura del Verde, Sistemi Editoriali and UNACOMA. The topics will range wide, across hanging gardens, vegetable gardening and urban agriculture, not to mention the fiscal issues surrounding agricultural companies. There will also be information and training opportunities on bio-energy use as part of the specialised EIMA Energy Salon with ENAMA and bodies such as CRA-ING, Coldiretti, Confagricoltura, AIEL, Itabia, CNR-Ivalsa, and UNIMA. Finance for farming is covered specifically at the Finagri Salon promoted by the Informatore Agrario and dealing with regional agricultural development plans, the Sabatini law, and other funding instruments for agriculture. Similar issues will be handled by the Agri 2000 conference, Credit and Innovation – How to Improve Relations between Banks and Farms, organised with UNACOMA and Agriventure. Agri 2000 returns to innovation with a conference on the fourth report from the observatory on innovation in agricultural enterprises.

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Purely technical contents for the conference, sponsored by Unacoma in collaboration with the Club of Mechatronics on "Innovative mechatronics technologies for agricultural machinery: sensors, actuators and ISOBUS automation for safe and effective systems."

There will also be a number of company press conferences of great interest to farm equipment specialists: the Same Deutz-Fahr Group, the Kuhn Group, the La Leonessa Group, Faresin Industries, and Antonio Carraro (in its 100th anniversary year), to mention just a few.

There will also be the proclamation of the Tractor of the Year 2011, promoted by the periodical, Rivista Trattori. The prize is awarded by a jury of international tractor journalists for tractors making their debut.

The Club of Bologna with its international cast of agricultural equipment and mechanisation specialists will also be in session to analyse world trends in agricultural equipment in the various social and economic contexts.

Intriguing for many will be the presentation of a prototype robot which can absorb humidity from the air and turn it into water for agricultural uses and in gardening. The robot is the result of cooperation between Caleidos, Ferrara University and UNACOMA. The machine will be on show at the EIMA Lab area in the fair ground's Quadriportico, next to the show of technical novelties and ENAMA-certified innovations. The devices on show, like the robot, are intended to show where the cutting edge is currently located for technology applied to agriculture.

The exhibition will give space, as always, to the editorial initiatives - see among others, the presentation of the new magazine "Agriscilia" - and moments of reflection on issues related to marketing and corporate culture, like the meeting between communication officers of the industries of machinery, entitled "Brand: a mark in history", devoted to the description of data elements and symbolic content in the marks of the manufacturers.

Rome, October 29, 2010

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