

EIMA INTERNATIONAL 2026 PRESENTATION

Press conference – Rome, 21 January 2026
FederUnacoma Director General Simona Rapastella



EIMA International 2026

The 47th edition of EIMA International is preparing to shape the future of global agriculture



The success of EIMA 2024



350K

Total attendance

Including over 63,000 from abroad, representing 150 countries

1,750

Exhibitors

Approximately 700 from abroad

4,000

B2B meetings

Held during the Countries focus days

150

Events

Conferences, workshops, insights and offsite events

A new language for EIMA

Complete rebranding

Graphic harmonization of all the features of the exhibition to make them recognizable, clear and intuitive.

A renewed visual identity reflecting the evolution and modernity of EIMA International.



EIMA Extend

An innovative space that emphasises the importance of working together with the entire Italian agri-food and agro-industrial supply chain.

Discussion on future models

All the key players in agriculture come together to define the agricultural models of the future.

Agricultural policies

A key event for defining the agricultural policies that lie ahead.



**MINISTERO DELL'AGRICOLTURA
DELLA SOVRANITÀ ALIMENTARE
E DELLE FORESTE**



**Ministero delle Imprese
e del Made in Italy**

EIMA Campus

The area dedicated to education, research and development acquires the status of a specialised exhibition.

11 Universities and research centres

Coordinated by the Italian Association of Agricultural Engineering (AIIA), with a rich programme of lectures and conferences on topics related to agricultural technology and economics.



EIMA mission

Contributing to the development of agriculture by identifying technical priorities, suggesting new models for managing agro-industrial supply chains, and offering innovative solutions that respond to the major challenges facing agricultural and environmental policy.



Industry language

The best of the world's existing technologies



Connection

Mechanics, education, research and institutions



Beyond business

A mission looking to the future of agriculture



DESIGN AGRICULTURAL FUTURE

INTERNATIONAL AGRICULTURAL
AND GARDENING MACHINERY
EXHIBITION



The 2026 communication campaign

Bologna, from Tuesday 10 to Saturday 14 November 2026



Tailor made campaign for the showcases



EIMA COMPONENTI
Salone della componentistica

La più ampia scelta di parti, ricambi e accessori per la meccanica agricola
Fonte di forza della rassegna biennale e il settore specializzato nella componentistica per mezzo di attrezzature per l'agricoltura e il giardinaggio, un evento associativo che si è imposto da anni come il più importante al mondo nel settore.

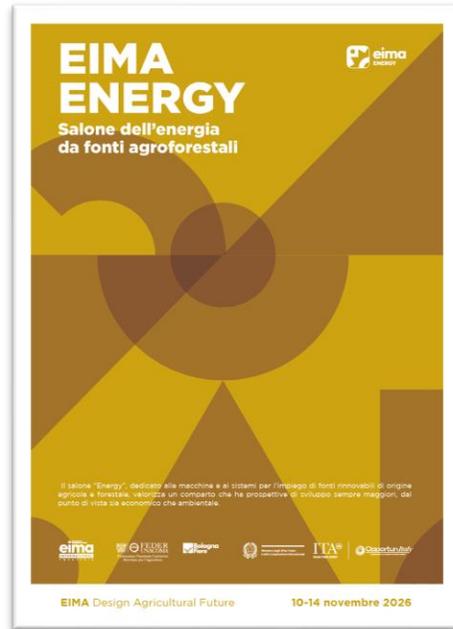
EIMA Design Agricultural Future 10-14 novembre 2026



EIMA DIGITAL
Salone delle tecnologie elettroniche

Sistemi elettronici per l'agricoltura 4.0
Risposta alle tecnologie elettroniche più avanzate e all'agricoltura di precisione, l'area espositiva di Eima Digital offre un ampio scenario delle applicazioni informatiche e telematiche che caratterizzano, in modo sempre più marcato, l'agricoltura moderna.

EIMA Design Agricultural Future 10-14 novembre 2026



EIMA ENERGY
Salone dell'energia da fonti agroforestali

Il salone "Energy", dedicato alle macchine e ai sistemi per l'impiego di fonti rinnovabili di origine agricola e forestale, sceglie un comparto che ha prospettive di sviluppo sempre maggiori, dal punto di vista sia economico che ambientale.

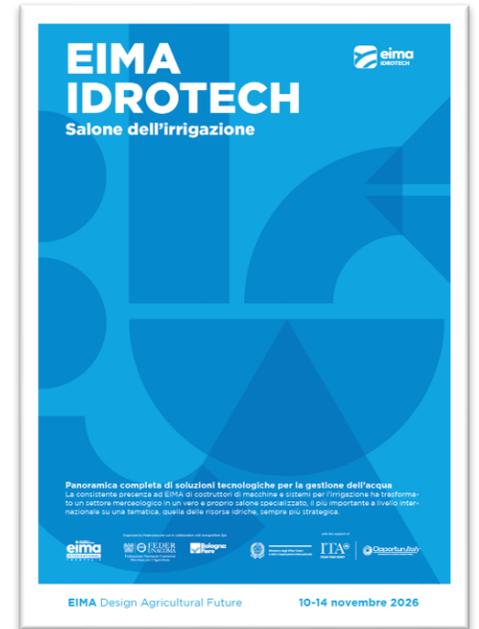
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EIMA GREEN
Salone del Giardinaggio

Tutta la gamma del verde
Il salone del "Green", specializzato sulle macchine e attrezzature per il giardinaggio e la manutenzione di parchi, aree all'aperto e impianti sportivi, è l'anima verde di Eima International, e si rivolge agli operatori professionali ma anche al vasto pubblico degli hobbisti e dei cultori del gardening.

EIMA Design Agricultural Future 10-14 novembre 2026



EIMA IDROTECH
Salone dell'irrigazione

Panoramica completa di soluzioni tecnologiche per la gestione dell'acqua
La collezione presenta le linee di prodotti di macchine e sistemi per l'irrigazione in trasformazione un settore merceologico in un vero e proprio settore specializzato, il più importante a livello internazionale su una tematica, quella delle risorse idriche, sempre più strategica.

EIMA Design Agricultural Future 10-14 novembre 2026

Record numbers for the 2026 edition

Exhibiting space

Demand exceeds availability. Very close to sold out, with figures set to exceed those of 2024.

- All the leading brands in global mechanisation
- New Hall 35, larger than the current one
- New layout of the outdoor areas



New visitor experiences

TOTY

Tractor of the Year show area



Contractor Driver Trophy

Tractor driving skill competitions

REAL

Demos of agricultural robots

Garden e-motion

New technologies for the
gardening world

EIMA Energy

Innovative energy solutions

International promotion

1

Global road map

Approximately 20 scheduled press conferences and presentations

2

Foreign stages

UK, Spain, Greece, Argentina, Morocco, Uzbekistan, Brazil, Serbia, Algeria, USA, Poland

3

The fundamental support of Italian Trade Agency

Around 500 economic operators from over 80 countries, involved in B2B meetings and stand visits.

2026 Country Focus: Americas (with particular reference to Mercosur), Europe and Asia



Ministero degli Affari Esteri
e della Cooperazione Internazionale



OpportunItaly
Il programma di accelerazione dell'export italiano.

4

Other initiatives planned and organized by FederUnacoma

International association partners, dealers and distributors, professional agricultural organisations, European bodies, CEOs and top managers from the relevant industry

EIMA 2026 Awards

Technical Innovations Contest

Evening event on 1st October at Palazzo Re Enzo, Bologna, with sector journalists and distinguished guests to celebrate innovation.

EIMA Social Award

Award ceremony on Friday, 13 November, at Quadriportico area of the fairground. Around 30 Italian and international agricultural influencers, the target audience and the winners.

Platforms: Facebook, Instagram, YouTube and LinkedIn (new for 2026)

Social Award Categories

- Best creativity, best technical content, greatest emotional impact
- Best storytelling, most views, best integrated communication
- Best Funny, I love EIMA, Movie, Best of the Best



All EIMA testimonials

A specific choice

EIMA 2026 launches a new initiative dedicated to “very young people” who communicate and work in agriculture.

Attracting young people to go into farming is a difficult challenge. EIMA wants to contribute to this mission by offering the great context of the international event.



The themes of the future in the symbolic place of agricultural mechanics



Water emergency

Increased consumption in agriculture and in all economic and civil sectors



Safety

Safety in the use of agricultural machinery



Human-machine interaction

From digital interfaces to exoskeletons



Mechanisation models

For small businesses and subsistence farming

Special forum

“Envisioned agriculture. Design, robotics, “micro” and “macro” technologies: shapes and landscapes of the near future

THANK YOU FOR YOUR ATTENTION

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