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**EIMA 2024: International Agricultural and Gardening Machinery Exhibition**

***The 46th annual great agricultural and gardening machinery exhibit was presented at the Italian Trade Agency (ICE) headquarters in Rome. The global market is growing and demand is expected to increase in the years to come. More and more countries are investing in agricultural technologies and require special technical and commercial cooperation programs.***

The EIMA exhibition stands as one of the most “internationalized” events in the world trade fair panorama. The exhibition of machinery, equipment and components for agriculture and gardening – whose 46th annual event will be held in Bologna from 6 to 10 November – will see the participation of operators from 150 countries, ranging from the United States to Thailand, Australia to Nigeria, and even the Bahamas.

FederUnacoma (Italian Agricultural Machinery Manufacturers Federation), the direct organizer of the event, expects the 2024 event to equal, and even surpass, the previous one held in 2022, which saw 327,000 attendees, including 57,000 visitors from abroad. This was the message launched during the press conference held this morning in Rome at the Italian Trade Agency headquarters, broadcast live and streamed to computer operators and communication and marketing managers of the industries participating in the event.

The decision to hold today's conference at ICE headquarters - which comes at the end of a promotional tour that has seen presentation events in 13 countries (from Argentina to Morocco, from Brazil to Qatar, from the United States to Tanzania) and which still includes a conference in the United Arab Emirates on the 17th of this month - underscores the international caliber of the event, and the close collaboration between the Agency and FederUnacoma.

During the conference – which opened with a video message from the Italian Minister of Agriculture, Francesco Lollobrigida, and the president of ICE Matteo Zoppas, and with a speech from the Director General of ICE, Lorenzo Galanti – the President of FederUnacoma, Mariateresa Maschio, described how the collaboration with ICE will make it possible at the upcoming EIMA to create a program of business-to-business meetings with over 450 financial operators from 80 nations, selected by the foreign offices of the Agency and organized on the basis of the specific interest of each operator for the different merchandise present.

“In 2023, the international agricultural machinery market accounted for around 164 billion dollars - stated the President of FederUnacoma - of which 57 billion related to agricultural tractors, 73 billion related to other types of machinery and equipment, and 34 billion was allocated to sector components. Worldwide data on trade in tractors indicates a growth of 4.7% per year over the last 15 years - said Mariateresa Maschio - but the demand for machinery is set to grow further".

Investments in agricultural machinery are in fact necessary, and involve an ever-increasing number of countries, since agriculture is a strategic sector for food security, as well as for the supply of raw materials for industry and energy.

“If the business sector is historically concentrated in the four large markets of India (over 900,000 tractors registered in 2023), China (380,000), the United States (250,000) and Europe (158,000) - said the President of FederUnacoma - in perspective the demand for machinery will grow in countries such as Brazil, Argentina, Australia, Indonesia, Turkey and many others”. “This is the reason why a trade fair event like EIMA International is so important,” concluded Mariateresa Maschio, “the reason why the presence of foreign operators, country by country, promises to be increasingly widespread and well-informed.”

**Rome, September 10, 2024**