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**EIMA: technologies and services for the global market**

***The agricultural machinery exhibition announces a record-breaking 2024 event. The Bologna event aims to support operators in their business activities and to offer a global panorama of supply and demand for new technologies. The conferences planned will be international in scope. A lot of space has been allocated for research and training with the presence of 11 universities, and with the launch of the AFI Academy of Advanced Training for Industry promoted by FederUnacoma.***

EIMA is a formidable agricultural technologies exhibition, where all the new products and prototypes and the most technologically advanced solutions to meet the production needs of every agricultural model are promoted. These are the credentials of the international exhibition organized by FederUnacoma, presented to the Italian and foreign press this morning during the conference held at the headquarters of the Italian Trade Agency (ICE) in Rome. The 2024 event – which will be held at the Bologna Exhibition Center from 6 to 10 November – will feature participation by 1,700 industries, who will exhibit latest-generation machinery and cutting-edge technological solutions.

“The Technical Innovation Competition-Exhibition, which is one of the strong points of the Bologna event and which showcases completely new technologies, designed and developed by companies and placed into series production - explained the General Director of FederUnacoma Simona Rapastella during the conference - this year includes 67 award-winning models that embrace the widest range of products, ranging from tractors to operating vehicles, and equipment to applied electronics”. The technologies receiving accolades for Technical Innovation and Technical Recommendation - it was announced - will be acknowledged during the ceremony dedicated to the competition and the subsequent gala evening, which will take place in Bologna on October 3rd and will be broadcast live and streamed with simultaneous translations.

In addition to being a boundless showcase of innovations, EIMA is a system designed to support the business of companies, and match supply and demand on a global level. Economic operators, agricultural entrepreneurs and agro-mechanical technicians are able to find computer support in five languages, interpretation services and contractual assistance at EIMA.

“Following on the success of the last events, the “Special guest” program is completely active- said Simona Rapastella. It includes a hospitality package for importers, retailers and foreign operators, to round out the traditional welcome organized in collaboration with ICE, and the visits of official delegations organized in collaboration with the Embassies and Chambers of Commerce, which offer further opportunities for cooperation, especially for emerging countries”.

The themes that will be addressed over the five days of the event in topic-specific meetings are also international in scope, including those relating to the global crisis of water resources, the cultivation of marginal territories and extreme areas of the planet, and the creation of the free trade area on the African continent, for which an important Forum has been dedicated.

Overall, EIMA 2024 will host no fewer than 150 conventions, conferences and workshops, to offer updates on technologies and policies for agriculture and agro-mechanics, divided by product sector and organized partly within the five thematic EIMA Salons: “Components”, “Energy”, “Green”, “Hydrotech” and “Digital”.

“Among the thematic areas, EIMA Campus will have particular importance this year - added the Director of FederUnacoma - dedicated to universities, research and training, which includes a program of initiatives coordinated by the Italian Association of Agricultural Engineering (AIIA) with the presence of 11 universities”. “Within this context, a space dedicated to the AFI Academy is planned - concluded Simona Rapastella - the advanced training school established by FederUnacoma, which will begin its activity in January 2025 and also offer courses in trade fair management”.

**Rome, September 10, 2024**