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**EIMA 2024: the mega-show of agricultural mechanics**

***The numbers and news of the event, which will be staged in Bologna from 6 to 10 November, were presented at a press conference. The number of companies that have already formalised the request for participation is very high and the exhibition space is largely already covered. Among the new features are the REAL area, dedicated to robots, and a contest reserved for social communication. Six international forums on the most current topics for agriculture and the environment.***

The 46th edition of EIMA International, the exhibition dedicated to machinery, equipment and components for agriculture and greenery, which will take place at the Bologna Fair from 6 to 10 November, is moving at record pace. The organisational machine of FederUnacoma, the federation of Italian manufacturers that organises the event, is already registering a very high interest and number of members and is expecting a record edition. In the international streaming press conference, which was broadcast on January 18th from the Bologna Fair, the General Director of FederUnacoma Simona Rapastella provided the first data on participation, anticipating the initiatives and events that will characterise the next EIMA. "Currently there are 1,330 construction industries that have formalised the request, with a request for surface area that already covers a large part of the Bolognese exhibition centre - said Simona Rapastella - and it is likely that in a short time one of the highest exhibitor presences will be achieved in the history of the exhibition, covering every type of product, to offer highly technological solutions to an audience of visitors which in the last edition (2022) almost reached 330 thousand units." The rigorous division into 14 product sectors is confirmed, five of which are organised in the form of thematic exhibitions, dedicated respectively to Components (EIMA Componenti), gardening (EIMA Green), bioenergy (EIMA Energy), irrigation (EIMA Idrotech ) and robotic and digital technologies (EIMA Digital). But the EIMA show will also be staged with the Exhibition of Award-winning Technical Innovations, and with the dynamic areas located outdoors, always within the perimeter of the exhibition centre. From this edition there will be the REAL area (Robotics and electronics for agriculture live) which will see the most advanced robotic technologies with a calendar of daily tests, while the arena for the parade of the tractor finalists of the Tractor of the Year, the demonstration area of ​​bioenergy supply chains created in collaboration with ITABIA, and the Garden E-Motion area, dedicated to machines for gardening and greenery care, are confirmed. "To launch EIMA 2024 we have already planned press conferences in Great Britain, Qatar, Turkey, Greece, Morocco, Brazil, Serbia, Algeria, India, Canada, USA, Tanzania, Uganda, Kenya, Argentina, Japan and other countries – explained Rapastella – confirming the international scope that characterizes this exhibition, which in the last edition counted 480 foreign manufacturers and over 57 thousand foreign visitors from 150 countries. EIMA International reserves an entire structure of the exhibition centre for foreign economic operators, selected by the Italian Trade Agency (ICE) to carry out the many business-to-business meetings scheduled." The calendar of conferences, workshops and conferences that will take place over the five days of the event and which are promoted by institutions, trade organisations and publishing houses is also well underway.

Among the events organised by FederUnacoma we highlight: the Forum on "Sustainable agriculture, a global project", in which it will be possible to have a report on European experiences on the subject of ecological transition and on eco-compatible development programs in the main regions of the world; the conference on the theme "Marginal areas and extreme territories: 'frontier' agriculture", the seminar on "Management of digital systems, big data and robotic fleets: new professional profiles and new training paths."

Other important events promoted by the Federation are the workshop on "The bio-energy resource: market and prospects of biomass and renewable sources in the fuel sector", the conference on "Emerging economies: agricultural development models for the African continent", and finally the meeting on the theme "Food consumption: the demand for fresh products, mechanised supply chains", aimed at interpreting new diets and new consumption styles, with particular reference to fruit and vegetables. Among the novelties of this edition is also the EIMA Social Award contest reserved for the social promotion of the event by exhibitors. "We have repeatedly reiterated how EIMA International is the product of a choral, efficient, passionate system, a trade fair reality with a solid tradition - concluded the General Director of FederUnacoma - but also capable of a powerful push towards the new, a valuable exposure for business activities, but also exciting from a cultural and human point of view."

**Bologna, January 2024**