



EIMA 2022, a global event
IMAGE SOURCE: EIMA International

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From 9 to 13 November, the rendez-vous with EIMA International, the great exhibition of agricultural machinery, returns to Bologna. Internationalisation, richness of range, and innovation is the winning formula that has made the Bologna exhibition a reference point for all players in the agro-mechanical supply chain. EIMA 2022 is a "high intensity" event that has demonstrated its ability to involve a vast audience of operators.

The 45th edition of EIMA International, the world exhibition of agricultural machinery that opens tomorrow in Bologna, marks the return of the trade exhibition event to pre-pandemic levels. The numbers of the show, presented this afternoon during a press conference, are already those of a major event. **1,500 manufacturers, 480 of which foreign, representing 40 countries,** will be present at the Bologna show, **and visitors from 160 countries are expected.** The exhibition area - explained **Simona Rapastella**, general manager of

FederUnacoma, the Italian association of agricultural machinery manufacturers that is the direct organiser of the event, at a press conference - covers a total of **128 thousand square metres, 8 thousand of which are located outside**, in the exhibition halls. In this area, over the five days of the exhibition (9-13 November) there will be the Tractor of the Year finalists' show, demonstration tests of gardening and green maintenance vehicles (one of the great novelties of EIMA 2022), and those of machines for the bio-energy chain, as well as skill tests reserved for contractors.



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Range completeness, technological innovation and internalisation are the flagships of an event that this year returns to its natural biennial location after the health emergency that had caused the postponement of the 2020 edition to 2021. "The 14 product sectors, the 5 theme halls, and the approximately 60 thousand models on display make **EIMA a hyper-specialised exhibition that embraces the entire agro-industrial and agro-mechanical supply chain and offers solutions for every model of agriculture**, making it a world reference point for the entire industry," said Simona Rapastella at the press conference. Over the years, the Bologna exhibition has established itself as a **pole of attraction, and the 2022 edition fully confirms its international**

character. In addition to buyers and businesspeople from all over the world, **official delegations** are expected in Bologna. Organised by the ICE Agency and MAECI in cooperation with FederUnacoma, **they include 450 businesspeople and selected journalists from 80 countries.** An entire 3 thousand square metre pavilion, the "International Delegations Pavilion", located between Pavilion 19 and the Palazzo dei Congressi, is dedicated exclusively to business meetings between exhibiting companies and foreign delegations.



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In addition to the extraordinary richness of the ranges on display, the interest of businesspeople, as well as Italian and foreign visitors, is catalyzed by the technological content of the models presented by the manufacturers. After all, **innovation has always been one of the central themes of EIMA International, which has its technological heart in the Quadriportico area.** It is precisely in this space that the winning solutions of the Technical Innovation Competition are presented, which this year counts no less than 62 award-winning

models: 25 as "Technical Innovation" and 37 as "Mention". "Richness of range, technology, internationalisation, but also communication. All this," concluded Rapastella, "is the world of **EIMA. A "high intensity" event** that concentrates all the best of agricultural machinery, offering itself as a **global experience for insiders, enthusiasts, and the curious**".

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