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**Agrilevante, the Mediterranean exhibition with a 'global' profile**

***Around 120 official foreign delegates from 27 countries are expected at the Bari exhibition complex from 5 to 8 October, joined by thousands of independent operators expected from more than 60 countries. Business meetings between the delegations and exhibiting companies, scheduled for 5 and 6 October, will take place in a pavilion specially set up in the northern area of the Fiera del Levante. FederUnacoma: "the Bari exhibition has a Mediterranean vocation but is also confirmed as a pole of attraction for other agricultural economies".***

The great exhibition of agricultural machinery for the Mediterranean area, which will hold its seventh edition in Bari from 5 to 8 October, is confirmed as an important appointment in the international trade fair calendar. Characterised by a strong specialisation in agricultural production in the Mediterranean area, the Bari event has seen its capacity for attraction grow steadily, attracting a vast audience of visitors and qualified operators coming not only from the traditional catchment area but also from the emerging countries of Eastern Europe and Central Asia. In addition to the foreign exhibiting companies - 50 representing 20 countries, including the United States, India, China, Germany, France and Spain - about 120 official delegates from 27 countries (including Turkmenistan, Iran, Poland, Saudi Arabia, Morocco, Algiers, Tunisia, Egypt and Lebanon) are expected in Bari, whose incoming visit has been organised by the ICE Agency in cooperation with FederUnacoma, the Italian association of agricultural machinery manufacturers that is the direct organiser of the event. These are joined by foreign operators and visitors who are independent from the official delegations and are expected to be numerous (at the last edition in 2019 there were more than 3,500 from 64 countries).

In the pavilions of the Levante fair, foreign delegations will have the opportunity to appreciate the technologies best suited to the agricultural economies of their country, selecting them among the more than 5,000 models on display, and will participate in business meetings with exhibiting companies. Aimed at the purchase of new-generation mechanical equipment and systems for the cereal, wine, olive oil, fruit and vegetable, livestock and bioenergy sectors, the business-to-business meetings will be held on 5 and 6 October, explains the Federation of Manufacturers. Meetings with exhibiting companies will be held in a specially set-up pavilion in the northern area of the exhibition centre, where operators will be able to make use of the reception and interpreting services provided by the ICE Agency and FederUnacoma. The area will also feature representatives of banking institutions, brokerage companies and law firms, with which FederUnacoma has signed agreements, to provide personalised assistance in insurance, financial and contractual matters to companies attending the event.

"Allocating an entire pavilion to business-to-business activities is a strategic choice linked to the growing success of Agrilevante," FederUnacoma emphasises, "an event that was born with a strong Mediterranean character but is increasingly acquiring a global profile."

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