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**Agrilevante and EIMA: agricultural machinery looks to Serbian operators**

***Novi Sad hosts the presentation of the 2019 edition of Agrilevante, the specialized exhibition on agriculture technologies that will be held from 10 to 13 October in Bari. Many Serbian economic operators are expected at a trade fair event that addresses productions and types of companies typical of the Mediterranean area. The Serbian presence is consolidated at EIMA International, the great mechanization exhibition to be held at the Bologna exhibition centre in November 2020. The role of the ICE Agency to strengthen cooperation between Italy and Serbia in the agricultural machinery sector.***

This morning, the international agriculture exhibition in Novi Sad hosted the press conference presenting Agrilevante, the exhibition dedicated to technologies, machines and equipment for agriculture to be held in Bari from next 10 to 13 October. "This is a very important event for the Mediterranean area - explained Marco Acerbi, Director of the Events Office of FederUnacoma, the Italian federation of agricultural machinery manufacturers who is the direct organizer of Agrilevante - whose last edition (October 2017) saw the presence of about 100 Serbian economic operators, demonstrating the attention that this country reserves to mechanical technologies for agriculture". The Balkan country has considerable potential for the development of agriculture, supported by climatic conditions and the quality of the land, while still suffering from a lack of mechanical equipment, with an outdated fleet of tractors and a limited range of equipment for the various processes. For the sector's operators, the Agrilevante exhibition offers the best products from 330 manufacturers, as was explained during the conference, organized in collaboration with the ICE office in Belgrade, which organizes every year in Novi Sad an Italian collective of the entire agricultural supply chain. It covers an exhibition area of 50 thousand square metres, with about 5 thousand models of machines and equipment covering six production chains (grains, wine, olive oil, livestock, bio-energy, and fruit and vegetables). This event allows operators to compare models and select the technological solutions best suited to the needs of farms in a country like Serbia. The innovations of the 2019 edition include an expanded livestock section, with the exhibition of 500 selected cattle, horses, sheep, goats and poultry, also a dense schedule of conferences, with an initiative dedicated to prospective issues, such as those regarding specific cultivation techniques for the Mediterranean islands, with the description of some pilot projects and the overview of the machinery and equipment that can adapt to the typical slopes and cultivations of the island's agricultural plots. An official delegation of Serbian operators will attend Agrilevante by initiative of FederUnacoma and the ICE Agency, the Italian body responsible for promoting trade between Italy and partner countries, which has always supported the FederUnacoma events very effectively. The delegation from the Balkan country, together with 30 other countries involved in the internationalization of the exhibition, will participate in the event to create a calendar of business-to-business meetings organized so that each operator can have a discussion with the representatives of companies that make the types of machines they are specifically interested in. "The exhibition is open to industries from all over the world - pointed out Marco Acerbi - but Italian manufacturers have an important role, being Italy one of the most important producing countries (over 11 billion euro in annual turnover, with over 70% of exported production and a presence on the markets of 140 countries), and have an interest in developing cooperative relations with Serbia, a country that expresses a growing demand for mechanization. After recording an increase in value of 23% and 27% respectively in 2016 and 2018, Italian exports of tractors and agricultural machinery in Serbia decreased in 2018 (-24%), while maintaining an appreciable overall volume, with 5.8 million euros for the tractors and 11.5 million for the other types of machines, for a total of approximately 17.3 million euros. The Agrilevante review is certainly not the only appointment of interest for Italian manufacturers and Serbian operators, since there is a consolidated tradition in relations between the two countries also with regard to the EIMA of Bologna, the main event organized by FederUnacoma, established in the last editions as one of the largest in the world with 1,950 exhibitors and a public attendance that reached the record figure of over 317 thousand in the November 2018 edition. "The Bologna event has an extraordinary appeal - said Acerbi - and at the latest edition there were almost 1,300 Serbian operators. However, the Bari exhibition is a very specifically focused on the crops and types of farms that are typical of the Mediterranean, and this makes it unique, with an increasingly strategic perspective". "The decision by the French Exhibitions to change the calendar of the Sima, the French exhibition of agricultural machinery, from February of the odd years to November of the even years (overlapping with EIMA) - concluded Acerbi - damaged the balance in the system of European trade fairs in the sector, but ended up making Agrilevante, in the odd years that see the presence of a mega-event such as the Agritechnica in Hannover, the only exhibition dedicated to specialized crops and technologies for agriculture models which characterize southern Europe, the Balkans, the Turkish regions, the Middle East and North Africa. This circumstance will increase the utility and prestige of the Bari exhibition in the coming years".

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