

**Agrilevante and Agrimach,
two "platforms" for emerging markets**

Presented in Paris the two exhibitions dedicated to agricultural machinery that FederUnacoma organizes during the year. The Bari exhibition should register further growth, thanks also to the introduction of a livestock section. The exhibition in New Delhi takes place in the context of an impressive growth in Indian mechanization, which in 2018 reached 800,000 tractors sold on the national market.

The large EIMA International exhibition, which takes place in Bologna and which has established itself as one of the top events in the global landscape of this sector's showcases, is not the only exhibition organized directly by FederUnacoma. In the off years, the Federation organizes two other important events: the showcase of agricultural technologies for the Mediterranean area, Agrilevante by EIMA, and the exhibition of Indian agricultural machinery, EIMA Agrimach, both conceived on the model of Bologna event, which is subdivided by product sectors, professional targets, international character, innovative content. The two exhibitions - explained FederUnacoma CEO Massimo Goldoni during the press conference held this afternoon in Paris as part of SIMA - represent success stories and set themselves as strategic references in the "geography" of agricultural machinery. The showcase of Agrilevante by EIMA - which FederUnacoma started organizing in 2009 in collaboration with the Ente Fiera del Levante and which will hold its sixth edition from October 10 to 13 in the Bari exhibition centre - achieved great numbers in 2017, with 330 manufacturing industries and a total of 70,700 visitors from 40 countries. The "mission" of this showcase - stressed Goldoni - is to offer advanced technological solutions for Mediterranean agriculture, focused not only on the typical local products (with particular reference to the fruit and vegetable sectors, the wine and oil supply chains, the production of durum wheat, and animal husbandry) but also on the soil and climatic characteristics and on the models of agricultural farm present in the area. The prospects for the development of the Bari exhibition - highlighted Goldoni - are linked to the greater livestock characterization, made possible also by the introduction this year of a large exhibition of farm animals, and more generally to the growth of the agricultural economies of the area. In Europe, countries such as Spain, Portugal and Greece show a certain recovery in the market in recent years, while in the North African area a positive prospective can be seen in countries such as Egypt, Morocco and Tunisia, where irrigated land is increasing, and where we can also foresee an increase in the demand for machinery. The Bari exhibition can also serve as a reference for those Sub-Saharan African nations that show positive economic indicators - among others, Tanzania, Ethiopia and Zambia - and that can express growing needs for agriculture technologies. Presenting EIMA Agrimach - the event FederUnacoma organizes in New Delhi in collaboration with the Federation of Indian Chambers of Commerce and Industry (FICCI), and which will be held from 5 to 7 December for its sixth biennial edition - Massimo Goldoni stressed the success of this event that in the 2017 edition reached 435 exhibitors and a total of 42,000 visitors, of which 6,00 foreigners from 40 countries. For the

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agricultural machinery industries - Goldoni concluded - the New Delhi event is the instrument to capture a market, the Indian one, which has emerged in the last decade as the world's most prolific one. The data regarding the national market - provided by Agrievolution - shows that the Asian country has gone from 390,000 tractors sold nationwide in 2008 to 660,000 in 2017, marking an increase of 70% in the decade. The estimates provided by the Indian manufacturers' association TMA (Tractor Manufacturers Association) indicate a further leap in 2018, which likely grew by 20% compared to the previous year, bringing the total of tractors to a record level of almost 800,000.

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AGRILEVANTE
by **EIMA**



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