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**EIMA 2021: official delegations from 70 countries**

***Thanks to close cooperation with the ICE Agency, the international agricultural machinery exhibition will be able to welcome business operators from all over the world, in compliance with the differentiated safety protocols established by the health authorities for groups of countries. Business-to-business meetings will be held in a new facility at the Volvo Congress Center adjacent to the exhibition centre and connected to Hall 19.***

The 44th edition of EIMA, the exhibition of machinery, equipment and components for agriculture and landscaping held in Bologna from 19 to 23 October, confirms its international character. Business operators from all over the world will be attending the exhibition - the first of its kind to be held after the suspension of trade fair events due to the health emergency - to find out about the new product ranges and deal with the purchase of the technologies most in demand in the various agricultural and economic settings. The aim of FederUnacoma - the organiser of the event - is to widen the audience of participants as much as possible, using all the tools and procedures that allow the safe incoming of distributors, importers and economic operators from foreign countries. While the on-line ticket office is active for foreign buyers*,* who can benefit from a service package specifically designed by FederUnacoma, the programme of official delegations created by the ICE Agency in collaboration with the Federation is nearing completion. The programme envisages the presence at the fair of 450 delegates selected from 70 countries, and the organisation of "business-to-business" meetings with exhibiting companies, as well as informative meetings and guided tours. Official delegations have been confirmed from Europe (the group includes 25 countries, from those belonging to the European Union to the Balkans, Russia and Ukraine), the Americas (15 countries in all, including the United States, Argentina, Colombia, Mexico and Uruguay), and Africa (which currently has 13 participating countries, covering the northern belt to include Egypt, Morocco and Tunisia, and the Sub-Saharan belt to include Ethiopia, Kenya, Ghana, Tanzania and Uganda). Finally, the Asian and Middle Eastern area is represented by 17 delegations, including those from Turkey, Israel, South Korea and the Philippines. In order to improve logistics and ensure ample space for spacing out and implementing all health prevention procedures, this year the B2B meeting area will no longer be located in the mezzanine between Halls 25 and 26, but in a new building. The Volvo Congress Center, directly connected to the Palazzo dei Congressi and adjacent to Hall 19, will be the location hosting the business meetings, where delegates will be able to take advantage of the usual interpreting services and legal assistance for business transactions, in addition to a special catering facility. "FederUnacoma's Internationalisation Service, together with the ICE Agency offices that are organising the official delegations - explains FederUnacoma Director General Simona Rapastella - are intensifying their activities in these days, not only to complete the incoming procedures on schedule but also to meet the growing requests for participation from buyers from all over the world. In the last few

weeks, expressions of interest have come in well above expectations - concludes Rapastella - and this is a very important indicator of the role of a trade fair like EIMA and of a progressive normalisation of the sector after the emergency.”

**Rome, 31 August 2021**