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**EIMA 2021, a surprising turnout**

***The world exhibition of agricultural machinery is still in progress, but the first three days already reveal a public attendance that exceeds all expectations.*** ***More than 127 thousand people attended the event last night, and the number of people attending the event in the early hours of today is also remarkable.***

Excellent attendance at the 44th edition of EIMA International, the exhibition of agricultural machinery that opened on Tuesday 19 at the Bologna exhibition center and will close tomorrow afternoon, October 23. In the first three days of the exhibition there were more than 127 thousand visitors, a result that exceeded expectations for an event that takes place in a context still affected by the health restrictions in force in many important areas of the world. In the previous edition of EIMA, the one in 2018 that marked the exhibition’s absolute attendance record (318 thousand), the first three days recorded over 195 thousand visitors, and this means that the current edition is marching on with a reduction of just 35% compared to the previous edition. "We are waiting for the conclusion of the exhibition, but the result already looks very good - comments the president of FederUnacoma Alessandro Malavolti - and rewards the 1,350 industries that have placed their trust in EIMA by choosing to participate even in this year that could be considered a year of transition". "At the inaugural conference we pointed out that statistically the best Italian trade shows had recorded an average drop in visitors of 50% in this post-Covid restart phase", adds FederUnacoma general manager Simona Rapastella, "but we are seeing significantly better results and this is a source of pride, a sign that the trade show sector is more alive than ever and is rapidly recovering its optimum levels". Today's event also includes a full calendar of conferences and workshops on strategic themes for agricultural mechanics. In the technical sphere, there are numerous events focusing on the applications of 4.0 and robotics in agriculture, while on the cultural and political level, two appointments stand out: the celebration of the 33rd Meeting of the Club of Bologna (the association of experts that analyses the evolutionary trends of agricultural mechanics at a global level), and the meeting with MEP Paolo De Castro on the theme "CAP: the European agricultural model and new challenges", which reviews the salient aspects of EU agricultural policy and previews the contents of the reform now being voted on by the European Parliament.

**Bologna, October 22, 2021**