



PRESS RELEASE

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Trade Fairs: EIMA lands in New Delhi

The first edition of *EIMA Agrimach*, a static/dynamic review of agricultural machinery and equipment, will be held in New Delhi in December 2009 and organized on the basis of an Italian-Indian agreement. The accord was signed by the Indian Federation of Chambers of Commerce and Industry, FICCI, and Unacoma Service, the service division of the Italian association of manufacturers of agricultural, earth moving and gardening machinery and equipment, a member of the National Manufacturers Association, Confindustria.

The agreement became official this morning in Rome in connection with *Agrievolution*, the international summit on mechanization for agriculture which brought together representatives from the sector and government officials from Brazil, Egypt, India, the United States, Russia, Italy and the European Union.

This cooperation calls for three editions of the event, to be held every two years, and is aimed at the development of one of the world's most promising markets. India, in fact, is reporting highly significant rates of economic growth and shows demand for agricultural mechanization of enormous potential. On the Italian side is specific know-how in the organization of international trade fair events (EIMA International, EIMA Show, ExpoGreen) and the strength of a mechanization industry vaunting sales of €12 billion and a leading position in the world, second only to the United States in volume produced and at the very top for range of products.



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