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**India market: the new edition of EIMA Agrimach**

***The seventh edition of the Indian exhibition dedicated to agricultural machinery and equipment takes place from 1 to 3 September. After six editions held in New Delhi, the event is moving to Bangalore to meet the growing demand for technologies for fruit and vegetable crops in the southern regions of the country. The participation of 15 Italian industries out of more than 100 at the exhibition is confirmed.***

The international agricultural machinery exhibition EIMA Agrimach - organised in partnership by the Indian Federation of Chambers of Commerce and Industry FICCI and the Federation of Italian Manufacturers FederUnacoma - returns to the sector's trade fair calendar after being suspended due to the Covid emergency.

The seventh edition of the show is being held in Bangalore from 1 to 3 September at the University of Agricultural Sciences Campus, following the traditional formula of a static exhibition part and a field demonstration part.

Launched in 2009 and held until now always in New Delhi, the exhibition therefore changes venue and takes place for the first time in the capital of Karnataka, in the southern region of the Indian subcontinent.

The new course of the exhibition - explain the organisers of FICCI and FederUnacoma - responds to the evolution that Indian agriculture has recorded in recent years, with a growth of interest in fruit and vegetable crops and a development of demand in the southern regions of the country, which are more suited to these productions. To date, more than 100 agro-mechanical industries have confirmed their participation at EIMA Agrimach, of which about 15 are Italian (present directly or through their own on-site structure), covering various product types, from tractors to treatment machines, from harvesting machines to irrigation systems and components for the sector.

The Bangalore exhibition event has a strategic value for the agricultural machinery industry, as it represents a business opportunity in an extraordinarily dynamic context. India - the organisers point out - has for many years now established itself as the leading country in the world in terms of volumes, with a national production of tractors that in 2021 will reach the record level of over 1 million units, of which 900 thousand will be absorbed by the domestic market, a much higher number than the equally impressive Chinese and US markets, which in 2021 will reach 500 thousand and 300 thousand units respectively.

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