## *Press release no. 18/2018*

**EIMA: the guiding themes of the 2018 edition**

***The great agricultural machinery event offers news on the exhibition front, with the launch of two new thematic Exhibitions, as well as being characterized by some issues of social interest, in particular occupational safety and employment opportunities for young people. Despite being an event aimed at the professional world, EIMA has its own presence on the internet and social media and a schedule of "off-venue" events with a cultural and recreational character.***

The 2018 edition confirms EIMA as a technical and commercial event as well as a collective moment for the promotion of agricultural machinery and exploration of the economic, political and social scenarios that are emerging for the primary sector and the environment. The Bologna show opens tomorrow, and for five days it will be at the centre of attention of the agricultural, research and educational worlds. This is the natural venue to bring out key topics for the agricultural sector and for the industry connected to it. Speaking at the presentation press conference held this morning in Bologna, the general director of FederUnacoma, Simona Rapastella, explained how this year particular attention will be paid to the issue of safety in agriculture and in the use of mechanical means, with the launch of an awareness campaign promoted directly by FederUnacoma and aimed at farmers, contractors and agricultural machinery technicians. A second topic that emerges strongly is that of young people, which concerns both new agricultural entrepreneurs and the future generation of professionals interested in working in the agricultural machinery industry and in the sales and assistance networks, and finally secondary school and university students seeking specific training in the sector. Digital technologies - said Rapastella - will be the protagonists at EIMA 2018, not only through the launch of the new EIMA Digital thematic space dedicated to precision electronic and computer systems, software for agricultural machinery, control units and agricultural drones, but also through cultural initiatives, including conferences, lectures and lessons, partly promoted by the sector's important publishers present at the event. Together with the digital topic, the issue of water is also central to EIMA 2018, characterized by the launch of the new Idrotech Exhibition which aims to become a reference on the issue of water not only for technical but also for political and strategic aspects. In short, EIMA International deserves to be prized in the eyes of a public that is not just made up of professionals and insiders, but also of the broader public that drives the networks. After all, the review of agricultural machinery is now online and on social media. As the general manager of FederUnacoma points out, the traditional channels like Facebook, Twitter and Instagram, which are already very active, are joined this year by a further form of animation, thanks to the presence of a team of "youtubers" organized by MacGest as part of the "AgroYoutubers" project. These are involved in documenting the event through their videos, with the aim of enhancing the agricultural machinery world also in the eyes of a vast and curious public like the one that populates the internet. In short, EIMA International is an event that generates energy and it must also spread outside the typical exhibition spaces. In this regard, we should mention the "off-venue" schedule of initiatives created in collaboration with ASCOM, including cultural, recreational and social events, open to exhibitors and journalists, in some of the most evocative locations of the city.

**Bologna, 6 November 2018**