*Press release*

**Agricultural machinery: a "platform" for market recovery**

***The digital edition of EIMA International, which allows you to experience the exhibition in virtual reality, aims to ferry the market towards a recovery. The data on tractor sales in April and May, which were most directly affected by the stoppage of activities for the Covid emergency, indicate decreases in Europe of 25.8% and 22.6% respectively, with*** ***an overall reduction of 12% in the first five months of the year. Demand is growing in other areas of the world: businesspeople from 40 countries are expected at EIMA Digital Preview.***

The health emergency has had unimaginable consequences on the economy, since there have never been comparable experiences in recent history. The crisis of 2008/2009 originated from a financial collapse, while the Covid 19 crisis attacked directly the real economy with a stop to production and trade.

The International Monetary Fund estimates for 2020 a drop in production at a global level of around 4.9%, with a deficit of 3% for emerging economies and a drop of 8% for advanced economies. The impact will surely be felt in the agricultural machinery sector.

"The health crisis occurred in a phase that was already critical for the sector - explained the president of FederUnacoma Alessandro Malavolti during the press conference held this afternoon in live streaming - given that already in 2019 the market trend had been dropping, and that in the first three months of this year sales had suffered a fairly substantial drop".

The FederUnacoma calculations using the Agrievolution data indicate for 2019 a negative balance of 5.6% for tractors in terms of units, mainly caused by the negative performance of the two Asian giants India and China, respectively down by 9.1% and 9.9%, only partially offset by the good result of the European (+7.9%) and US (+3.7%) markets.

After the negative close of 2019, in the first three months of 2020 tractors sales saw a further drop on all the main markets: the United States were down 7.6%, Europe 4.9%, India 11.5%, the Russian Federation 6.2%, and Japan 28.8%.

"The data on the tractor market in the months of April and May, which were most directly affected by the stoppage of activities for the Covid emergency - specified the president of FederUnacoma - indicate a drop in Europe of 25.8% and 22.6% respectively, with an overall reduction of 12% in the first five months of the year".

This context helps us understand the value of EIMA Digital Preview, the "virtual" edition of the world exhibition of agricultural machinery organized by FederUnacoma. The Digital Preview will be staged from 11 to 15 November, the same days initially scheduled for the traditional EIMA, which was moved to February 2021 due to the Covid emergency. "The digital preview is important for operators from all over the world - said Malavolti - and particularly for those countries which, despite suffering from the consequences of the health crisis, nevertheless show a significant push towards mechanization". "In this light, collaboration with the ICE Agency is truly fundamental - concluded Malavolti - to create together with FederUnacoma the Business-to-Business meetings between exhibiting companies and foreign businesspeople".

The foreign delegations of 40 countries from the five continents will be organized remotely, and will be selected precisely on the basis of the dynamics that the agricultural mechanization market shows in the various contexts. Countries like Canada, Mexico, Russia and many others continue to express a growing demand for technology even in this difficult economic situation, and it is to be expected that their businesspeople will be very active in November on the EIMA platform.

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