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EIMA 2026 to address trade, climate and technology challenges facing farm mechanisation

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The Bologna exhibition is set to open with a wide range of events exploring the most topical issues facing the agricultural and agricultural machinery sectors. Major policy issues and scenario analyses take centre stage, making EIMA International a forum for public debate on policies to support and develop the entire sectorâ??s supply chain.



EIMA International, the major agricultural machinery exhibition holding its 47th edition in Bologna from Tuesday 10 to Saturday 14 November, is not only a promotional and commercial event, but also a meeting place where stakeholders from across the agricultural machinery supply chain come together to develop targeted policies to support the sector, stimulate the market and facilitate entry into the most promising markets. The strong policy focus that has always characterised the Bologna event is even more evident this year. The agricultural machinery sector is experiencing a complex and contradictory phase, with very high potential demand alongside a contraction in actual market activity. Geopolitical tensions, market fragmentation, the farm income crisis and the climate emergency – explains FederUnacoma, the Italian Agricultural Machinery Manufacturers Federation and direct organiser of the exhibition – are slowing the sector's development and causing global trade to contract.

Against this backdrop, strategies are needed to revitalise international trade, focusing particularly on support for agricultural businesses and rural communities, as well as the adoption of innovative, high-performance technologies with a low environmental impact. To encourage discussion on these issues, the organisers at FederUnacoma have planned a packed programme of conferences and in-depth events for EIMA 2026. Around 150 themed events have already been scheduled, including conferences, talk shows, workshops and off-site events, which – the Federation reports – will take place throughout the exhibition's five days.

Addressing the Italian and international press, FederUnacoma President Mariateresa Maschio and Director General Simona Rapastella will outline the global market landscape, illustrating key sector policies, short- and medium-term trends, and EIMA's role in facilitating business relationships and strengthening agro-industrial supply chains. Policy issues will take centre

stage on the opening day, Tuesday 10 November, with the opening ceremony and the conference entitled “Drought in African agriculture: economic and social costs”. Organised by FederUnacoma, Assoidrotech and Internationalia, the event will provide insights into Africa’s agricultural economies, examining in particular the consequences of climate change for local production systems and their impact on migration patterns.

The Italy–India Day will focus on the new free trade area between the European Union and India, with a session entitled “Europe–India: agricultural machinery markets in the free trade area”.

Organised by FederUnacoma, the event will explore trends in India’s agricultural machinery industry and the opportunities offered by the EU–India agreement, examining the short- and medium-term outlook.

Free trade will also be the focus of the conference entitled “Latin America: the ‘trade map’ under the EU–Mercosur agreement”, promoted by FederUnacoma and Gospa Consulting. European sector policies will be addressed at the session entitled “Agriculture and agricultural machinery: the Brussels agenda. Key issues before the committees, technical and political aspects”, with the participation of a delegation of MEPs working on agricultural and industrial policy dossiers.

Discussions on agricultural machinery trends will also take place at the meetings of the Club of Bologna, which brings together leading international experts from research, industry and international organisations in the agricultural mechanisation sector. Key topics will include technologies for emerging countries, with a specific focus on Africa, and smart irrigation systems. Future scenarios will be explored at the event entitled “Women in technological innovation: experiences shared by the association’s women entrepreneurs”, promoted by CIA’s Donne in Campo Association, which will examine technological development from the perspective of Italian women farmers.

Numerous technical workshops will also take place throughout the exhibition. The Digital Terrace, located in the Quadriportico area, will explore key issues relating to the automation and digitalisation of agricultural machinery, as well as the use of new AI systems. Technical sessions organised by universities, professional associations and research centres within the EIMA Campus and EIMA Extend showcases will cover a wide range of topics, from agricultural drones and conservation agriculture to workplace accident prevention, the electrification of agricultural machinery and water management using new AI technologies.

Biomass management, forest maintenance, renewable energy and the circular economy will be the recurring themes of the events promoted by ITABIA within the EIMA Energy showcase. Among the technical workshops, particular interest surrounds the events organised by CREA, which will address key issues for the agricultural machinery supply chain.

As usual, the Bologna exhibition will devote ample space to initiatives promoted by publishers such as Tecniche Nuove–Edagricole, Trattori and L’Informatore Agrario, as well as press conferences held by exhibiting manufacturers to highlight their most significant new products. These events will include a forum on precision farming promoted by the ANSA news agency.

Established highlights of the EIMA events calendar include the Tractor of the Year award ceremony, promoted by Trattori magazine, and the Agricultural Contractor of the Year award ceremony, promoted by the Edagricole publishing group. These will be joined by the EIMA Social Awards ceremony – now in its second edition – and the inaugural ADI Design Exhibit EIMA 2026 award, recognising the best stands at the Bologna exhibition.