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Giorgia Meloni, Prime Minister, Italy underscores AI, Innovation and Technology as drivers of agricultural growth at EIMA 2026

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Artificial intelligence (AI) is emerging as a key driver of growth for Italian industry and the agricultural economy, offering opportunities to streamline processes and bring a more scientific approach to the use of agricultural production inputs. However, AI should not be viewed as a technology that replaces human labour, but rather as a tool that enhances human capabilities and frees up time and resources for higher-value activities such as analysis, planning and strategic decision-making.

This was the message delivered by Italian Prime Minister Giorgia Meloni during her visit to the opening day of EIMA International 2026, the global exhibition of agricultural and gardening machinery and equipment, being held in Bologna until November 14.

During her tour of the exhibition's busy halls, Meloni reaffirmed her government’s commitment to supporting Italian industry and agriculture, highlighting the strategic importance of investment in technological innovation. She also emphasised the ability of Italian companies to collaborate, strengthen their competitiveness and respond to increasingly demanding global markets with high-quality, technologically advanced products.

At EIMA, the Prime Minister visited several exhibitors and viewed some of the latest technological developments showcased by manufacturers of tractors and specialised agricultural machinery. Her visit underscored the growing importance of innovation and advanced technologies in strengthening the competitiveness of Italy's agricultural machinery industry and supporting the modernisation of agriculture.

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