



## A new challenge for Chinese agricultural machinery industry

At 10am on April 14<sup>th</sup> 2017, under the support of China Council for the Promotion of International Trade Machinery Sub-Council, the presentation of Agrilevante 2017, organized by FederUnacoma who is also the organizer of the worldwide famous event EIMA International, was held at [Nanjing International Exhibition Center](#) to introduce the highlights of Agrilevante 2017 to Chinese agricultural machinery insiders meanwhile to share trends and intelligences of Italian agricultural machinery market.

Both Mr Marco Acerbi, Exhibitions Department Director of FederUnacoma, and Mr Marco Tchen, President of BolognaFiere China Ltd., presented at the conference.

"Participation in prestigious events such as EIMA Bologna and Agrilevante of Bari-explained Marco Acerbi during the conference-takes Chinese insiders in front of a large number of farmer's traders. Therefore, a huge demand for machinery is expressed in trade shows that have the presences of insiders all over the world, which means for Chinese insiders the opportunities to have direct contact with the best producers from countries where feature great traditions in the field of mechanics ". "The presence of Chinese companies at events of this importance-concluded Acerbi-represents the signal of their strong willingness to offer new-generation technologies with good efficiency and reliability."

"As the general conductor of both exhibitions in Great China, BolognaFiere China Ltd. plays a key role in full charge of selecting qualified Chinese exhibitors who should meet the requirements of international exhibitions-explained Marco Tchen at the conference-and accompanying them with a system of consultancy that can enable Chinese insiders to meet the standards required by events and markets in Europe and in Mediterranean, which means we can bring concrete business opportunities and industry resources to Chinese companies."

### About Agrilevante

For Chinese manufacturing insiders of agriculture and gardening machines, Italy is quite the "platform" to develop their businesses in markets of the West, Europe and the Mediterranean. The well-know EIMA International, whose past edition of 2016 just took place in Bologna in November 2016, saw a significant growth in the number of exhibitors from China, which reached 128 being one of largest foreign delegations together with Turkey, Germany, Spain and France; A significant presence of Chinese industries can be expected this year in **Agrilevante**, a biennial event of agricultural machinery and technologies in Mediterranean, Middle East and North and sub-Saharan Africa as well as gardening machinery and equipment and green care, **which will be held from October 12<sup>th</sup> to 15<sup>th</sup> at the exhibition center of Bari.**

After years of development, Agrilevante is now recognized as one of the main appointments for Central and Southern Italy as well as for the whole Mediterranean basin, the Balkans and Middle East, covering 6 production chains including cereals, non-food energy crops, olive oil, fruit & vegetable, vineyard & wine making and livestock breeding, offering insiders with professional technical knowledge and great opportunities to explore markets of Mediterranean, Middle East, North Africa and sub-Sahara Desert.

It can see a non-stop growth in the enthusiasm for attending the exhibition by turning to the official facts and figures . During the past 3 editions from the year of 2009 to 2013, **the number of companies involved in the event is increased by 30% from 210 to 300**, while the one of **visitors increased by 52%**. In 2015, the exhibition area reached 50 thousand square meters, consisting of 255 Italian companies and 55 international companies. The major part of visitors with a total of 58,407 were from Europe, secondly from Asia.

### **Geographic Analysis**

The regions facing the Mediterranean basin have a wide range of agricultural productions, and express a very diverse demand for machinery: grain crops in southern Italy, specialized vine crops and olive trees that characterize the agricultural economy of Southern Europe, fruits and vegetable production in Italy, Spain, Greece also in Turkey, the Middle East and North Africa require mechanical means and specific equipments, while other production sectors such as animal husbandry play an important role also in other areas of Africa, and require proper technologies, from those for the production and processing of forage to those for milking and first processing of milk.

### **Opportunities for Chinese Insiders**

In recent years, agricultural machinery has become one extremely important sector among the global markets. Taking reference of Chinese market, in the year of 2014 the number of tractors of 30 hp and above just reached 570 thousand. The number of companies with annual sales over RMB 20 million yuan was as many as 2200, which means the industry annual total is over 395 billion.

As a result of huge demands, many Chinese companies starts to seek machineries and equipments resources from abroad. As the traditionally developed country in Europe, Italy has a rich and long-term history in sector of agricultural machinery and keep its leadership position in high-tech agricultural and mechanical sectors, which represents the good and beneficial resources that can meet Chinese market needs.

There is a survey showing that the tractors and agricultural machineries exported to China from Italy is estimated 800 million euro, year-on-year growth of 52% compared with the year of 2014. In recent years, there were even many Italian companies who stepped into Chinese market through joint ventures or investments.

**Agrilevante 2017 will come on stage from October 12<sup>th</sup> to 15<sup>th</sup> with a duration of 4 days.** It can see a large number of Italian and international key manufacturers who will attend the exhibition. A wide range of seminars and workshops will be held during the event involving all sectors professionals and speakers under one roof to discuss and share industry trends and intelligences.

Agrilevante is an international platform who is expanding continuously its internationalization year by year. One global promotion program has been activated to enhance its influence all over the world, which so far has already been held in Bari, Italy(February 16<sup>th</sup>), in Paris, French(February 27<sup>th</sup>), in Meknes, Morocco(April 18<sup>th</sup>), in Foggia, Italy(April 28<sup>th</sup>), in Tunisia, the Republic of Tunisia(May 4<sup>th</sup>), in Novi Sad, Republic of Serbia(May 13<sup>th</sup>), and in Athens, Greece(June 8<sup>th</sup>).

The well-know **B2B program** is always being the one that all attendees expect the most among the activities of Agrilevante. Thanks to the cooperation of ICE-the Italian Trade Promotion Agency-this year the 3 days event will involve 150 selected insiders from 27 countries including Balkan and Eastern Europe Albania, Bosnia, Bulgaria, Croatia, Montenegro, Poland, Romania, Russia, Serbia, Slovenia, Turkey, Ukraine; **Africa** Algeria, Angola, Congo, Egypt, Ethiopia, Kenya, Morocco, Mozambique, South Africa, Tunisia ; **Asia** Saudi Arabia, Azerbaijan, Georgia, Iran, Kazakhstan.

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