

UNACOMA presentation

EIMA - Bologna, 10 November 2010



UNACOMA
Italian Farm Machinery
Manufacturers Association

The Italian Manufacturers' Union

- Unacoma, the National Union of Agricultural Machinery Manufacturers, established in 1945, represents manufacturers of tractors, farm and garden machinery, earthmoving machinery and related components
- Member of Italian Confindustria, of European CEMA (agricultural machinery), of CECE (earthmoving machinery through Comamoter) and of EGMF (garden equipment through Comagarden)
- Based in Rome, it operates also from Bologna and Brussels offices



UNACOMA
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The Mission

- Boost the development and use of better and more efficient agricultural machinery in Italy and abroad
- Promote the technical development and renewal of farm mechanisation worldwide
- Support members by providing assistance through innovative and competitive tailored services to meet their needs

Its Members

About 300 members accounting for:

- 80 % of Italy-based manufacturing facilities
- 60% of European manufacturing sites



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Sectors represented 1/2

- Tractors
- Engines
- Self-propelled agricultural machinery
- Soil-working equipment
- Equipment for sowing, planting and manuring
- Crop protection equipment
- Irrigation equipment



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Sectors represented 2/2

- Harvesting equipment
- Equipment for conditioning agricultural products after harvest and livestock husbandry
- Equipment for handling and transport
- Garden equipment (Comagarden)
- Earth-moving machinery and attachments (Comamoter)
- Components for agricultural, earthmoving machinery and gardening equipment (Comacomp)



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Activities with Institutions

- Collaboration with the Italian Trade Commission (ICE) to draft and implement the “Promotional Plan”, providing public financing for promotional activities abroad in favour of “made in Italy”
- Identification and activation of economic supporting policies for the national industry
- Contribution to define legislation and standards related to the design and production of machinery



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Internationalisation activities

- Institutional participation in foreign exhibitions
- Organisation of B2B meetings in strategic areas
- Organisation of business missions abroad
- Factory visits of potential foreign partners in Italy
- Seminars to improve internationalisation capability



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Market Statistics

- Reports, surveys and market studies and researches
- Statistics and analyses of economic trends
- Short and medium term forecast activity
- Focus on areas of specific interest for Member Companies



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Technical assistance

- Direct participation in the activities carried out at national and European level, to discuss and prepare regulations and directives, affecting design and safety rules for products to be placed on the market
- Support provided to members to implement and update regulations and standards on safety, environmental protection and type approval
- Cooperation with research, testing institutes and universities
- Organization of seminars and workshops on technical matters



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Communication and Training

- Dissemination of agricultural mechanization knowledge
- Press Conferences and releases on major initiatives and events
- Communication and continuous updating on the Association activities through our website
- Organization of seminars and workshops to increase efficiency and skill of human resources of Member Companies in different areas (communication, marketing, etc.)



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Organisation of Events

- **EIMA International** - Ag. Machinery and Components
Renewable Sources Energies
Every other year in Bologna
Next: 10-14 November 2010
- **ExpoGreen** - Gardening Equipment and Outdoor
Every other year in Bologna (first edition in 2007)
Last: 11-13 September 2009
- **EimaShow** - Field Demos of Machinery and Equipment
Every other year throughout Italy
Last: September 2007



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Organisation of events

- **EIMA Gulf** - Ag. Machinery and Gardening Equipment
First edition in Abu Dhabi (U.A.E.)
Every other year. Last: 28-30 April 2009
- **Agrilevante** – Agricultural Machinery and Components
Every other year in Bari (Italy)
Last: 8-11 October 2009
- **EIMA Agrimach India** – Agricultural Machinery and Components (static and dynamic show)
First edition in New Delhi (India)
Every other year. Last: 3-5 December 2009



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Italian Agricultural Mechanization Industry

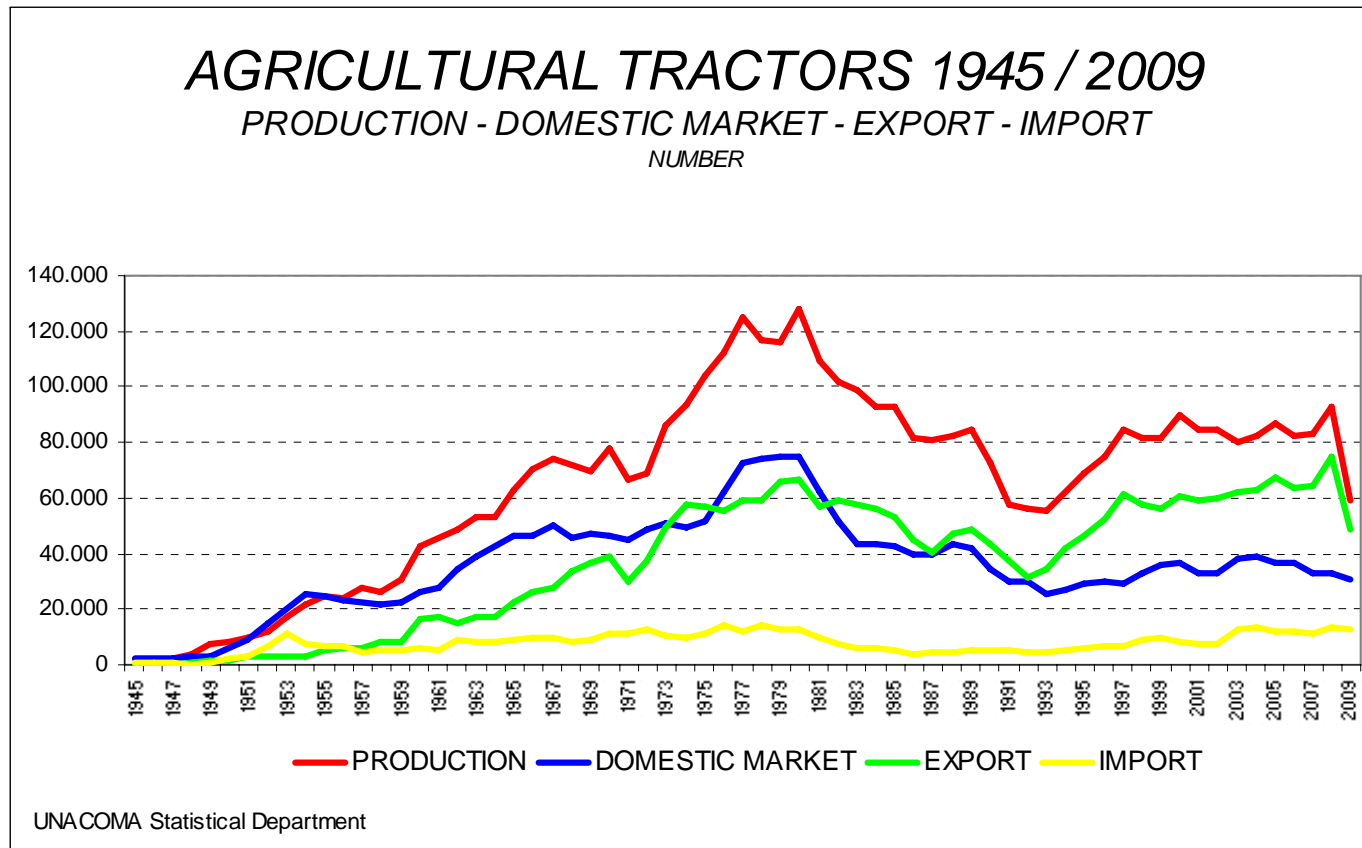
1° World ranking

considering product range and special applications

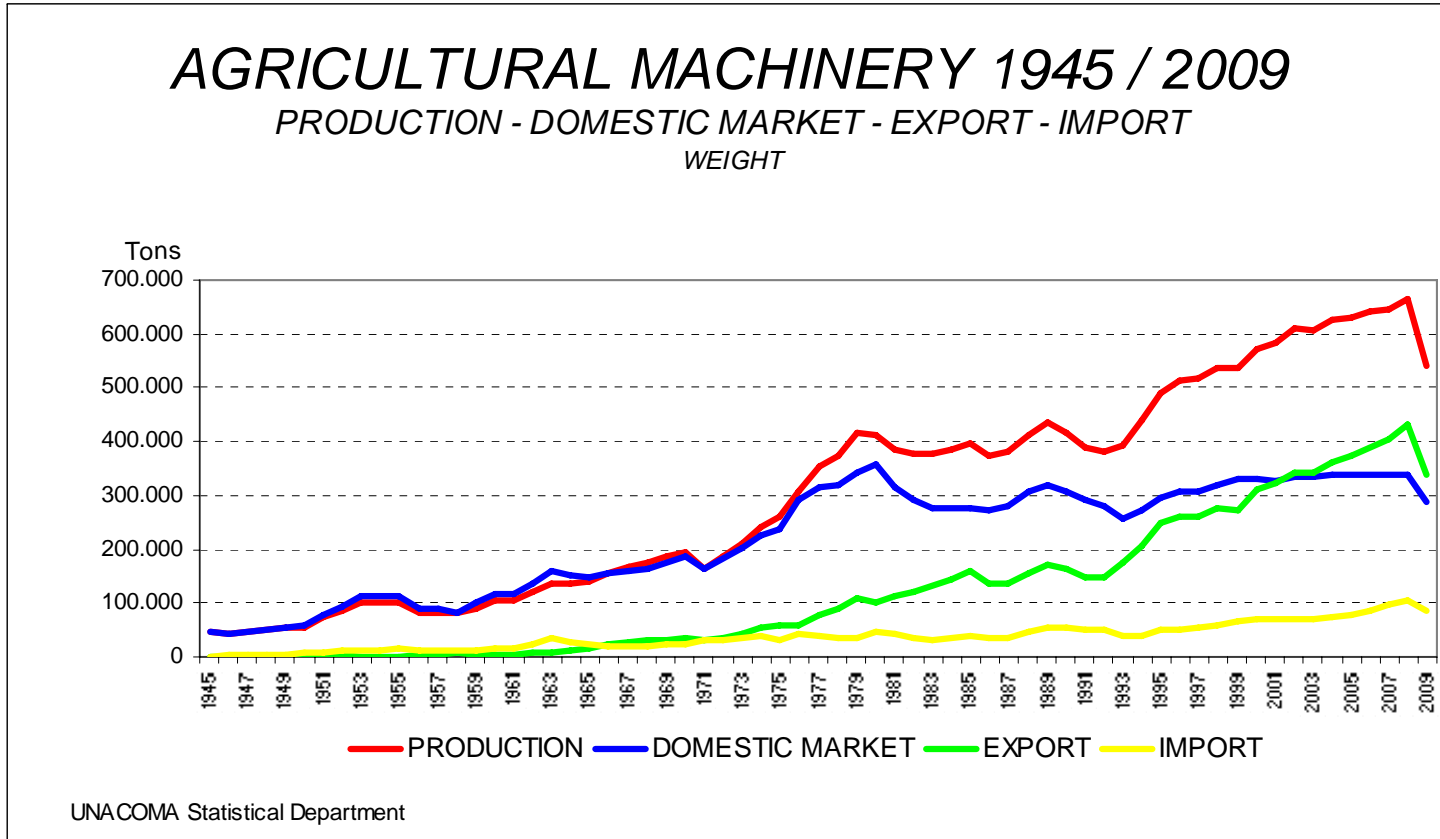


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Italian Agricultural Mechanization Industry



Italian Agricultural Mechanization Industry



Italian Agricultural Mechanization Industry

Domestic Production

(tractors, agricultural machinery, garden equipment and components)

Value

2008	2009
€ billion	€ billion
8.2	6.3

Weight

2008	2009
tons	tons
1,014,647	794,302

Summing up 2009

down 23.12% in value

down 21.72% in weight

UNACOMA Statistical Department



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Italian Agricultural Mechanization Industry 2009

Tractors*

42% of turnover

N.of firms	Turnover billion €	Weight in tons
25	2,6	253,817

Agricultural and garden machinery, components

58% of turnover

N.of firms	Turnover billion €	Weight in tons
2,750	3,7	540,485

Turnover €6.3 billion

* including incomplete tractors, parts and components for tractors

UNACOMA Statistical Department

Italian Agricultural Mechanization Industry

(tractors, agricultural machinery, garden equipment and components)

Italian Export

Value	€3,580 billion	down 24.6% on 2008
Weight	561,674 tons	down 23.8% on 2008

Italian Import

Value	€901 billion	down 14.3% on 2008
Weight	125,815 tons	down 15.3% on 2008

Trade Balance

€2.7 billion in 2009
down 27.6% on 2008

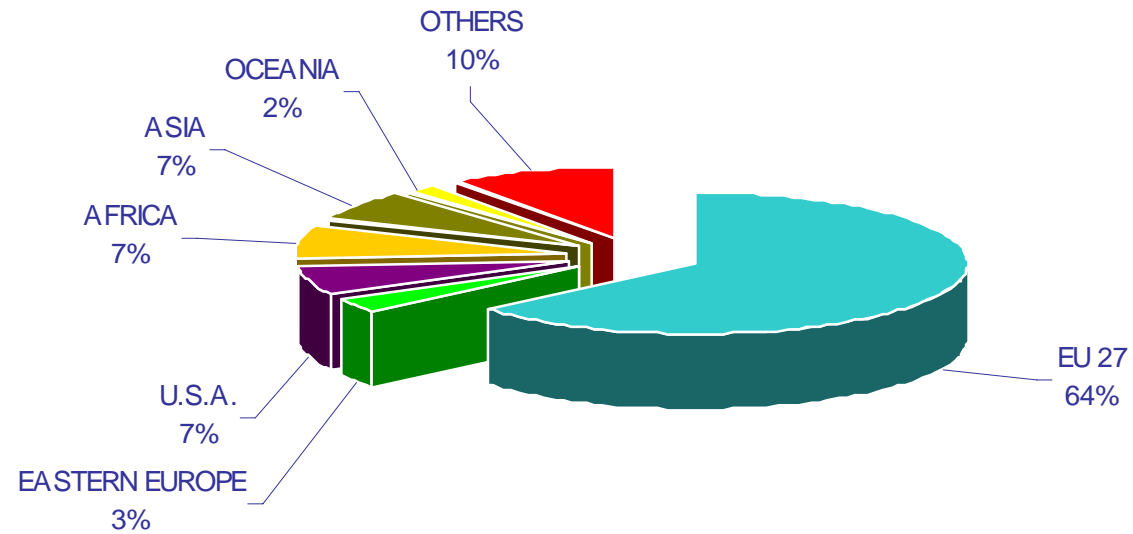
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Italian Agricultural Mechanization Industry

Tractors and agricultural machinery exports - 2009 (in value)

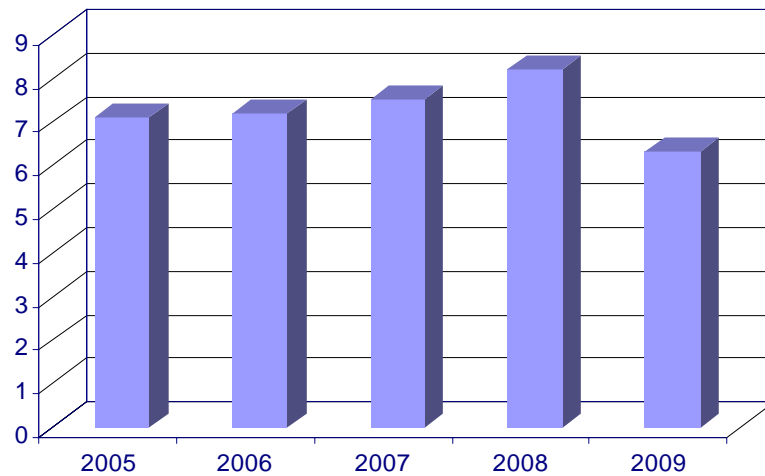


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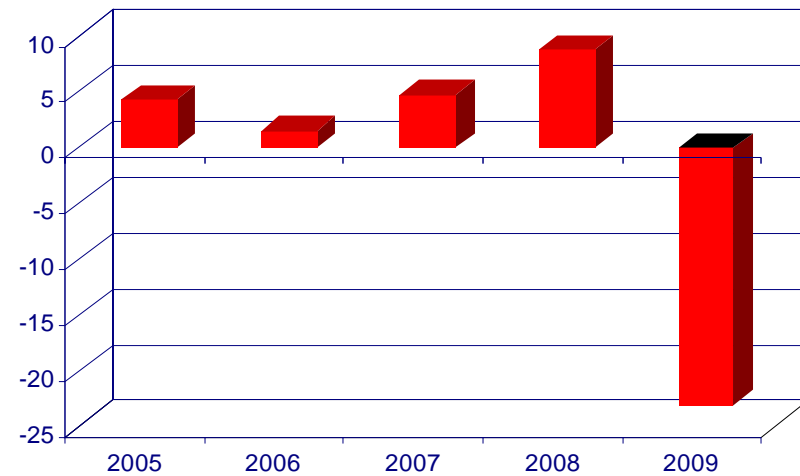
Italian Agricultural Mechanization Industry

Turnover 2005 - 2009

Turnover in Bn. Euro

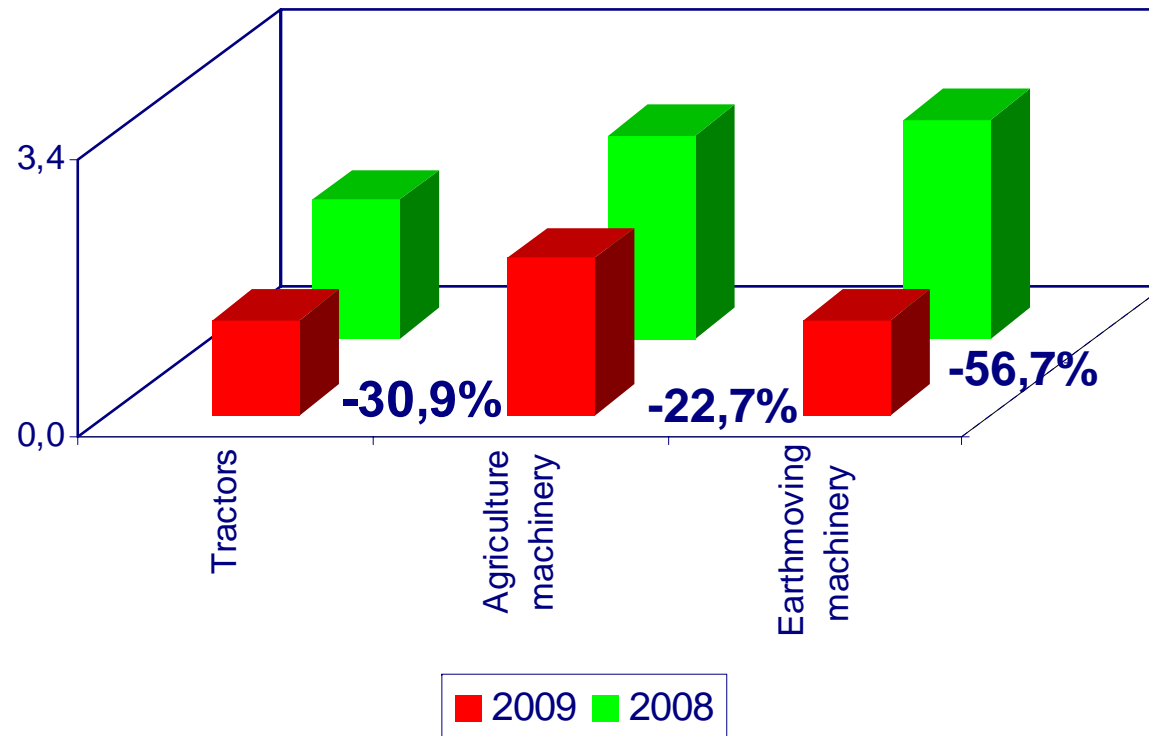


Turnover % variation



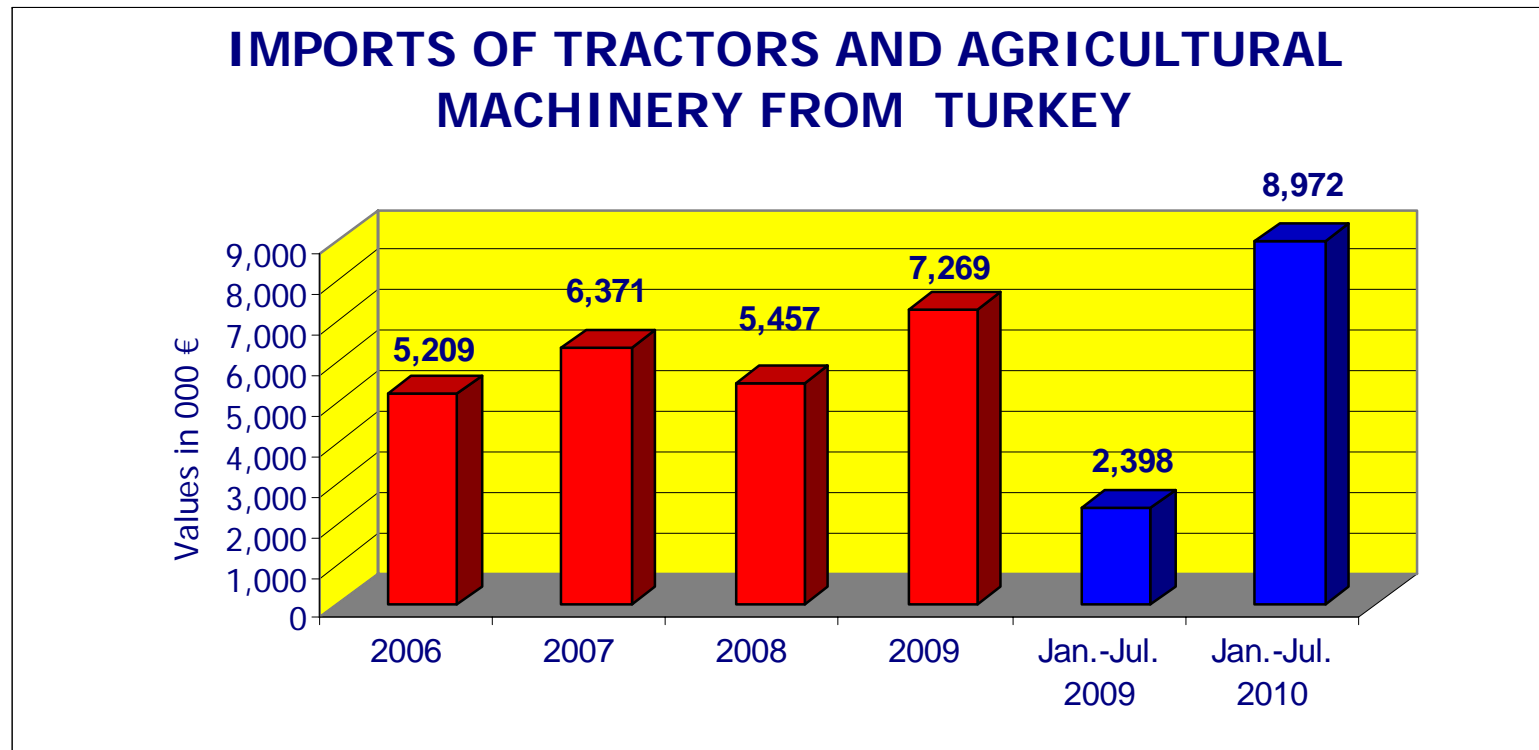
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Export 2009
(Change in million €)



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Agricultural machinery trade between Italy and Turkey

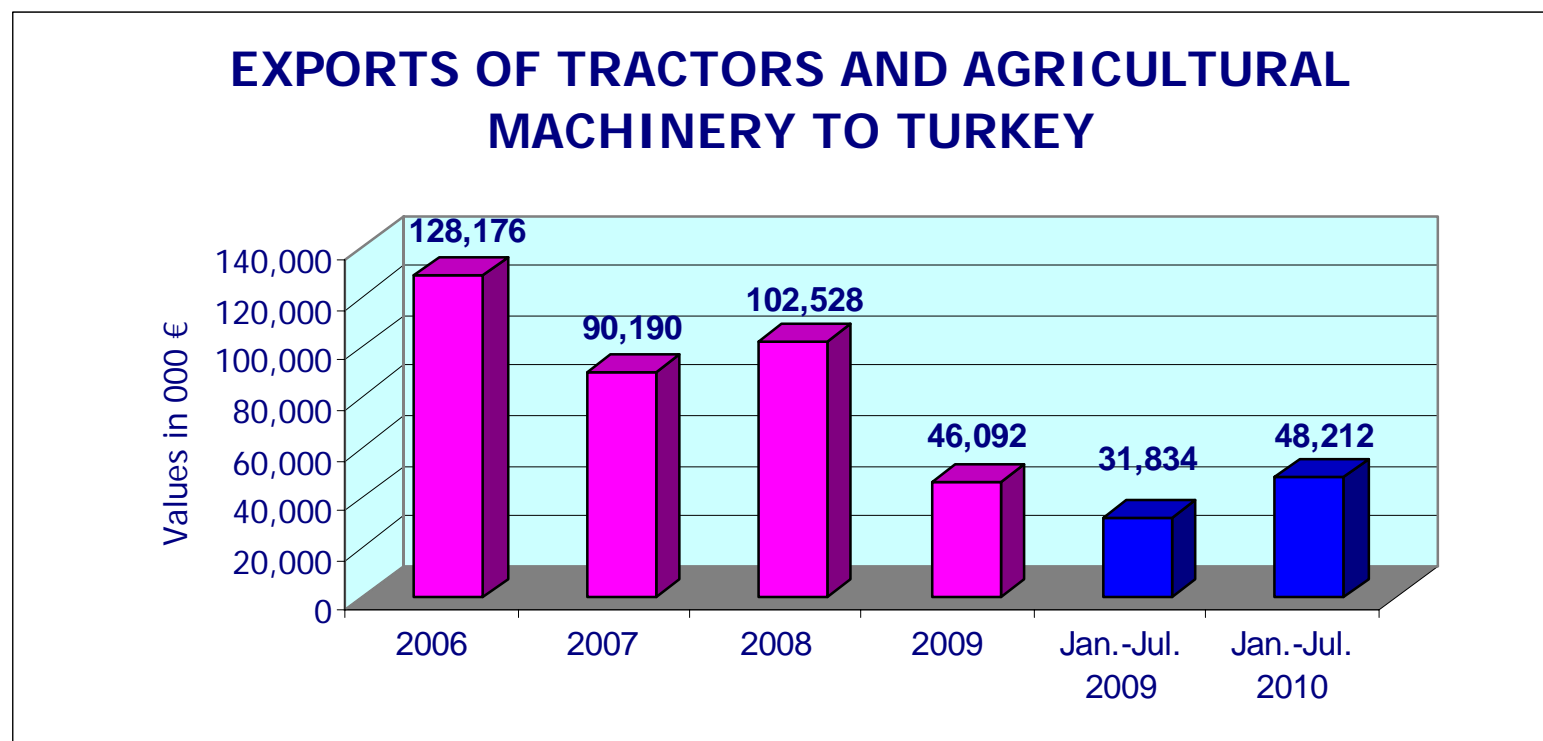


Source: ISTAT



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Agricultural machinery trade between Italy and Turkey

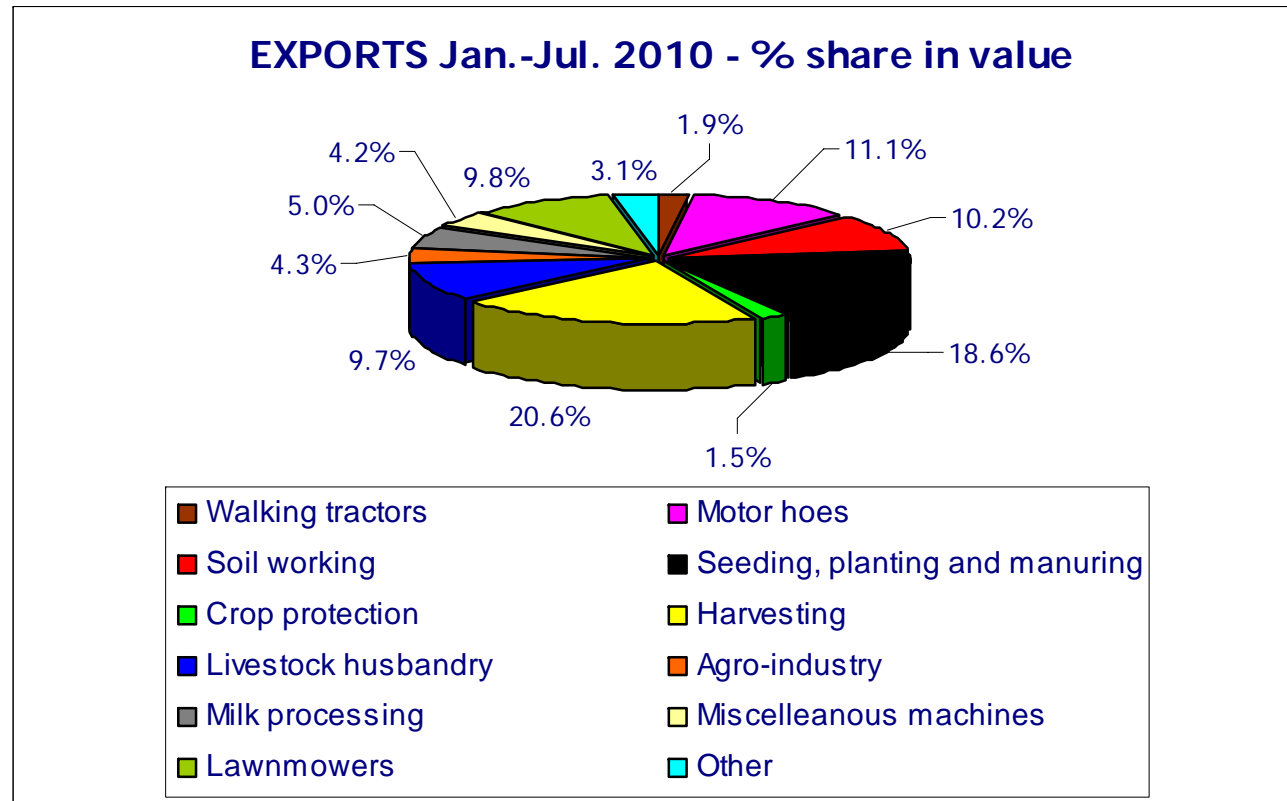


Source: ISTAT



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Agricultural machinery trade between Italy and Turkey



Source: ISTAT



Thank you for your attention

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