



FIERAGRICOLA
111th International Agricultural Technologies Show

The event scheduled on 13 February is part of the run-up to Fieragricola 2014

AGRICULTURAL MACHINERY: VERONA WELCOMES THE BEST SELLER AWARD

The agricultural machinery sector is one of the flagships of Made in Italy. Exports are growing, despite the difficulties on the home market and the absence of specific support policies.

Verona 5 February 2013. Veronafiere welcomes the appointment for agricultural engineering with the Best Seller 2012 Award made by Fieragricola (in collaboration with Macchine Trattori magazine) to manufacturing companies for the best sales performances in Italy in several categories.

At the same time, awards will also be made to the most innovative technical content promoted by machinery builders in 2012.

The event is scheduled at 11.00 a.m. on Wednesday 13 February and will be attended by the President of Veronafiere, **Ettore Riello**, Deputy Director, **Mario Rossini**, and the most important agricultural machinery and equipment brands.

The sector is one of the flagships of Italian engineering thanks to quality products and services, with a total value of approximately 7.5 billion euros; yet, while exports are growing, the domestic market suffers from certain difficulties and the absence of specific support policies.

In this context, Professor Dario Casati (Faculty of Agricultural Economics and Rural Appraisal, former Vice Rector of the University of Milan) in the presence of the most important manufacturers in the industry, will present a short but incisive report discussing "Agricultural Engineering: what future?" outlining possible scenarios in the sector by evaluating the new opportunities that may open up for producers.

"Fieragricola, with a view to the next edition scheduled in Verona 6-9 February 2014," said President Riello, "seeks through this meeting to re-state its role as a partner of the agricultural engineering industry as a way of ensuring even more value-added services for its clients. The Best Seller Award will sustain the agricultural engineering industry in its efforts to identify priorities for relaunching the domestic market on a par with positive export trends."

Best Seller Award 2012 - Veronafiere - Wednesday 13 February at 11.00 a.m.

(Sala d'Autore, accreditation at 10 a.m. and reserved parking near the entrance A1, Palaexpo).

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