FIMA reaffirms its international leadership, exceeding 240,000 visitors

FIMA 2018 **has been confirmed as a benchmark in agriculture 4.0 and international fairs of machinery for the agricultural sector, after a day of closure that shows the quantitative and qualitative leap experienced by this event. As the president of** Feria de Zaragoza**, Manuel Teruel, explained at the inauguration, FIMA has given way to a show that is at the forefront of the international market in terms of advances and development of agricultural machinery.**

> The day of Thursday, February 22th, was the most massive of FIMA, with the presence of 71,000 professionals

Teruel has expressed "the commitment of Zaragoza Fair to carry out an intense analysis" about the issues that contribute to growth and better management of the event. He also highlighted the importance of holding a contest of these characteristics for the city, since Feria de Zaragoza and FIMA "are in line with the projection of the Government of Aragon's strategy in favor of the agri-

food sector".

Thus, a total of 242,000 professionals have supported the 40th edition of a "FIMA de oro", which started on Tuesday, February 20th, with the presence of His Majesty King Felipe VI, who wanted, in this way , show the support of the Crown to such an important sector for the national economy, such as the agri-food sector.

During these five days, Feria de Zaragoza has become the core of the agricultural market with daily record figures, although it is important to highlight the day of February 22th, as a date to remember at Feria de Zaragoza, when a total of 71,000 Professional visitors chose FIMA to know the latest developments in equipment and agricultural solutions.

> In addition to number, FIMA has also grown in internationality: up to 72 nationalities have coexisted during these days in the fairgrounds, with a special presence of attendees from North Africa, Europe and Asia

Since last Tuesday, the eleven pavilions of Feria de Zaragoza have shown the most technological side of a sector whose present and future is through a professionalization and a more productive development of the field. *In a few years, it has gone from a market that until now offered tools that favored the productivity of the land, while at FIMA 2018 it has become clear the importance of incorporating digital technology as a new stage for the management of land through the use of artificial intelligence, drones or GPS*.

> One of the relevant aspects of FIMA is its capacity to be, as well as a business center, a stage for debate. Within the framework of the show, more than fifty events have been held, bringing together nearly 5,000 attendees

Undoubtedly, a great fact that shows the attraction power of the event and its ability to bring together the main actors involved in research, talent and sectoral knowledge.

In the exhibition area, the satisfaction and support of the more than 1,550 brands at the event has been resounding. So much so that a good number of them have already shown their commitment to return to attend the next edition of FIMA.

FIMA has been the faithful reflection of the new era that projects the world agricultural machinery market. From now on, Zaragoza Fair is working to analyze this edition and prepare the next one, which will take place in 2020.

Source: Feria de Zaragoza

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