FIMA 2018 exceeds, two months after its start, the figures of surface and brands of its 2016 edition

Two months after its celebration, which will take place from February 20th to 24th, 2018, the FIMA 2018 international fair for agricultural machinery exceeds the exhibition area (16,000 square meters) and participating brands (1,500) to its 2016 edition.

Along with the increase in the number of brands and on the surface, the direction of this event presents its 40th edition with significant improvements and an increase in technical innovations. Optimism and figures that are surpassed edition after edition are two of the characteristics that, as stressed by the President of the Organizing Committee, Jaime Hernani, will make the next edition a unique call.

Undoubtedly, the 40th edition of the International Fair of Agricultural Machinery will be the largest and highest quality. To support this expression, Feria de Zaragoza has produced a promotional video that will serve to show the importance of technology and the development that the sector has experienced in recent years.

In this sense and at the expense of failing the name of the winners in the Technical News Competition of this edition, the number of registered products and machines has also been exceeded, since it has gone from the 108 presented in 2016 from 45 companies (from they were

awarded 33) to the 115 that have been registered for this year by 68 companies.

Undoubtedly, all these data show the excellent time and good management that takes place from FIMA 2018.

> At FIMA 2018, we will continue to bet on the digital world in order to facilitate the presence of accredited visitors through the website

Another of the most relevant tools is the mobile application that, after the success of the last edition, will be renewed with a more dynamic profile and services in order to get all the information in one click.

To do this, *in the next few days, an App will be launched -both in the Android system and for iOS- with all the useful information of the event: floor plans of the pavilions, list of companies and locations, how to get there, services, schedules, buses and everything related to making the visit to Feria de Zaragoza more agile and productive*.

All these actions serve to intensify the presence and importance of FIMA, which from 20th to 24th February 2018 will renew its role at the head of the main companies and associations of the sector and will undoubtedly become the biggest stage for the presentation and exhibition of the most innovative agricultural equipment and systems of greater innovation.

> The creation of a FIMA job board has become a first-order element, favoring that the participating companies have a seedbed of experience and curricula, which favors the renewal and professionalization of the sector

The technical conferences, the model of good practices for the professional visitor, the FIMA excellence prize or the actions linked to the national and international promotion are some aspects that have been worked hard in this edition.

With the next edition of FIMA, Feria de Zaragoza will become the international epicenter of agricultural machinery with hundreds of companies and thousands of visitors. Thus, at this time, the data from the last edition have been greatly exceeded, with 1,357 companies and the exhibition area has been expanded by seven percent to 160,000 square meters. Undoubtedly, great expectations in what will be the appointment of the year in Europe with agricultural machinery and the point of reference chosen by the sector at an international level.

Source: Zaragoza Fair

TAMBIÉN TE PUEDE INTERESAR:

??Massey Ferguson presents its brand strategy and the main novelties that will be launched at FIMA