



ITALIA

at **Fieldays**^{NZ}

2023

TECHNOLOGICAL EXCELLENCE

Made in Italy

WIN A TRIP TO EIMA!

14-17 June 2023, Mystery Creek, Hamilton, NZ

Visit the ITALIA Pavilion (Site F47) and tap your Fieldays Smart Band at our welcome counter for your chance to win a sponsored business trip to EIMA International, Bologna, Italy, 6-10 November 2024! Terms and Conditions apply.

madeinitaly.gov.it



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THE ORGANISERS



ITA – Italian Trade Agency

www.ice.it

ITA - Italian Trade Agency is the Italian Government agency that supports the business development of Italian companies abroad and promotes the attraction of foreign investment in Italy. With a motivated and modern organisation and a widespread network of overseas offices, ITA provides information, assistance, consulting, promotion and training to Italian small and medium-sized businesses. Using the most modern multi-channel promotion and communication tools, it acts to assert the excellence of Made in Italy in the world. The Sydney Office is responsible for both Australia and New Zealand.



FederUnacoma

www.federunacoma.it

FederUnacoma is the federation that represents 320 specialised companies, covering around 90% of the national production of machinery, equipment and components for agriculture, forestry, gardening and landscaping. The federation brings together the following associations of manufacturers: Agridigital (digital systems and technologies for agricultural machinery and farmers), Assoidrotech (irrigation systems), Assomao (agricultural implements), Assomase (self-propelled machines), Assotrattori (tractors), Comacomp (components), Comagarden (gardening machinery). The federation acts as an umbrella organisation, with the aim of promoting mechanisation and technological innovation to meet the different needs in agriculture and green care.

MESSAGE FROM THE ITALIAN TRADE COMMISSIONER



After a successful trade mission of Australian and New Zealand operators to EIMA, the International Exposition of Machinery for Agriculture and Gardening that took place in Bologna, Italy, last November, the Italian Trade Agency is now looking forward to exhibiting at Fieldays 2023, together with key Italian agricultural machinery manufacturing companies.

It's an amazing opportunity for us to organise Italy's first official participation in Fieldays, together with the Embassy of Italy in Wellington and industry association FederUnacoma. We are certain about the great potential to increase the cooperation between the Italian agricultural machinery industry and ANZ operators.

Simona Bernardini

Italian Trade Commissioner for Australia and New Zealand

MESSAGE FROM THE AMBASSADOR OF ITALY TO NEW ZEALAND



I am very pleased that the Italian Trade Agency and FederUnacoma have decided to promote an Italian official participation in Fieldays. Agricultural machinery is a strategic industry for our growing bilateral trade and economic relations, also considering the importance of the New Zealand agriculture sector. The demand for Italian agricultural technology has grown steadily in the last few years and I expect it to grow even further once the Free Trade Agreement between New Zealand and the EU will be fully in force.

H.E. Francesco Calogero
Ambassador of Italy to New Zealand

ITALIAN AGRICULTURAL MACHINERY



The sector represented by FederUnacoma has an annual turnover of around €14 billion, equal to NZ\$25 billion. Made-in-Italy agricultural machinery ranks among the top in the world in terms of production capacity and range, and is characterised by a strong export vocation. 'In 2021 the value of our exports grew significantly, reaching +20.5%. The incremental trend,' explains FederUnacoma President Alessandro Malavolti, 'continued in 2022 when the sector's exports exceeded €6 billion (NZ\$10.6 billion), recording an increase of 14.6% over 2021.'

Last year Australian imports from Italy reached a record level of around NZ\$253 million, an increase of 31.4% over 2021. A positive trend also characterised exports to New Zealand which, in the last three years, has recorded particularly significant growth in imports of agricultural machinery from Italy. The total value of imports of mechanical equipment has almost doubled, rising from NZ\$50 million in 2020 to NZ\$88.7 million in 2022 (+28.4% on 2021). The growth in demand affected both tractors and equipment. Between 2021 and 2022, the former rose from around NZ\$26.5 million to NZ\$40.6 million (+53.7%), the latter from NZ\$42.4 million to NZ\$47.7 million.

'Australia and New Zealand, already known worldwide for their agricultural excellence, are now called upon to play an even more important role in the global production system, characterised by strong geopolitical tensions. The new geography of cultivation,' Malavolti concludes, 'therefore opens up important development prospects for the Italian agro-mechanical industry, which is prized on all continents for its ability to design and implement technological solutions suited to every model of agriculture.'

PARTICIPATING ITALIAN COMPANIES



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Antonio Carraro S.p.A. is a world leader in the production of compact tractors within a power range of 20 to 110hp. It is the top brand of compact, equal-wheeled tractors in Italy. Today, it has 536 employees and four subsidiary branches in Australia, Spain, France and Turkey. It exports 65% of its production in 42 different countries. In 2022, it was recognised as a 'Historic Brand of National interest' by the Ministry of Economic Development as a symbol of the most authentic 'Made in Italy.' The company produces 80 models destined for specialised agriculture (vineyards, orchards and rowed crops) as well as for civil maintenance.





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Established in 1976, ARAG is considered a reference point in the spraying accessories field and precision farming. ARAG's catalogue boasts more than 4,500 items and offers complete choice in the agricultural market. Direct cooperation with leading Crop Sprayers manufacturers allows ARAG to design and produce an unmatched range of components in the spraying accessories field. ARAG's solutions include GPS & computer monitoring systems, nozzles, lids, valves, filters, and much more. Being extremely customer-oriented has allowed ARAG to develop a sales network spanning 110 countries. Today the group counts three overseas subsidiaries, in Australia, Argentina and Brazil, and employs over 680 people.





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With over 50 years of experience, Barbieri offers a series of multi-purpose machines among the most complete in the sector, both for small agricultural businesses and the gardening sector. All models have been optimised in design and updated from a technical point of view, thus responding to the needs of even the most demanding operator. The choice of innovation adds to a brand synonymous with quality. Barbieri's mission remains the same: to be constantly in step with the times and, in some cases, even 'futurist' – in small agricultural mechanisation and the maintenance of green and wooded areas, especially in areas with steep slopes.





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DigiDevice designs and manufactures a wide range of electronic solutions for agricultural machinery, including on-board weighing scales, variable rate control for fertiliser spreaders (also available according to the ISOBUS standard), manure spreaders, slurry tankers, electronic controls for round balers, bale wrappers, rakes, silage wagons, diet feeder mixer scales, feed management systems and customised software for data storage. DigiDevice also operates in Industrial Weighing and Batching – expertise includes instruments for automatic feed preparation, silo scales, load cells, weight modules and livestock scales with animal identification. In addition to the standard range, DigiDevice provides customised solutions to OEMs. Load cells, indicators, hardware and software are developed and built in our manufacturing plant in Italy.





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Rinieri is an Italian manufacturing company specialising in the production of machines for vineyards and orchards. Our main products are:

- Inter-row cultivation equipment to control weeds between plants (vineyards and orchards);
- Trimmers, pre-pruners, leaf-pluckers for vineyards;
- Pruners and thinners for orchards;
- Soil cultivation equipment;
- Mulchers (for almost any application);
- Fork-lift for tractors.

We also manufacture a comprehensive range of hydraulic-reach mowers for municipality applications and to clean water drainage in farms.

In addition, we have incorporated Argnani & Monti (A&M) front-end loaders.





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Founded in 1983, Salvarani S.R.L. is a young and dynamic company located in the heart of the Emilia Romagna region, a production district that boasts a long history in the field of agricultural machinery and components. The company caters to the agricultural and professional gardening sectors. Research, reliability, innovation and environmental protection are the key points of the corporate identity, with continuous research in the socio-cultural field to guarantee high-tech and precise products adaptable to customer needs.





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