



Italy AgTech Roadshow 2026



Ministero degli Affari Esteri
e della Cooperazione Internazionale



Machines
Italia



FEDER
UNACOMA
Italian Agricultural Machinery
Manufacturers Federation

North West Parking

North East Parking



RD30-1

ALPINE

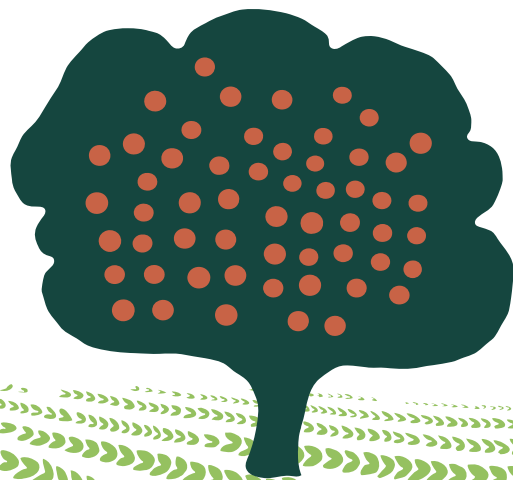
DRONE
DEMO
FIELD





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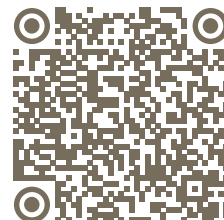
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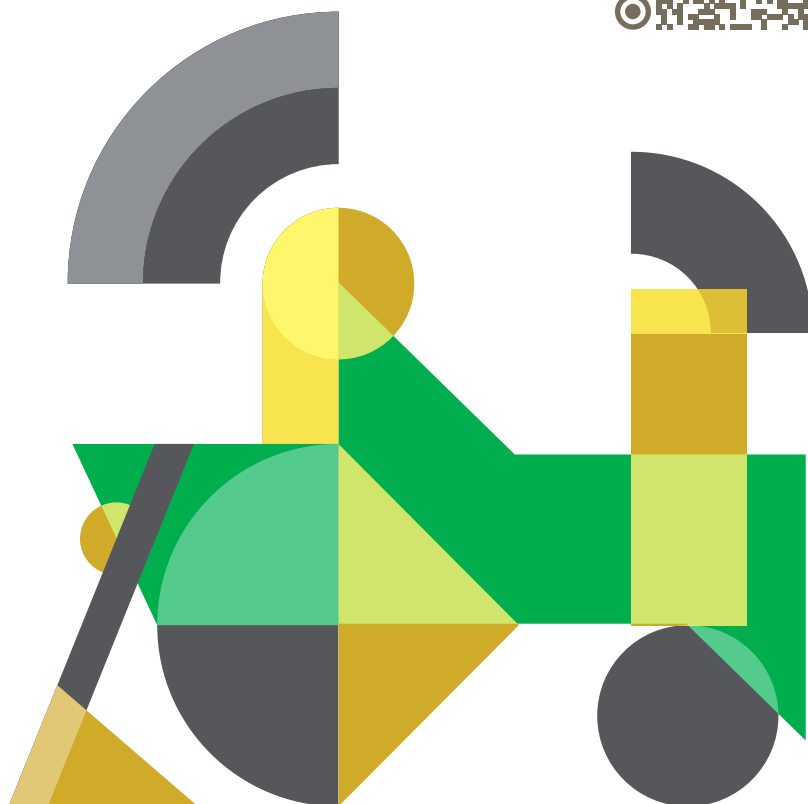
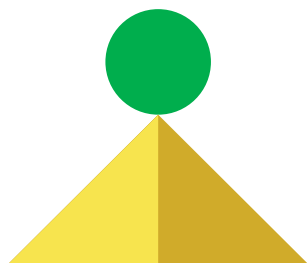
DESIGN AGRICULTURAL FUTURE

INTERNATIONAL AGRICULTURAL
AND GARDENING MACHINERY
EXHIBITION

ORGANIZED BY
eima
INTERNATIONAL
T W E N T Y S I X



**Bologna,
from Tuesday 10
to Saturday 14
November 2026**



Organized by Federunacoma srl
in collaboration with BolognaFiere Spa



With the support of



Ministero degli Affari Esteri
e della Cooperazione Internazionale



MINISTERO DELL'AGRICOLTURA
DELLA SOVRANITÀ ALIMENTARE
E DELLE FORESTE





Technological advancements are transforming the agricultural sector globally. Innovations such as precision agriculture tools and automation are enabling farmers to enhance productivity, manage costs and adopt more sustainable farming practices. These advancements position farmers to better meet market demands and address environmental challenges.

Italy is widely known for its food products and consumer goods and consequently ranks among the top producers and exporters of advanced technology, machinery and equipment for the agricultural and horticultural sectors.

Creating great recipes starts with producing high-quality ingredients. Italian cuisine, now recognized as UNESCO Intangible Cultural Heritage, begins with respecting the properties of the products we grow and promoting sustainable, environmentally friendly agriculture.

This sets the stage for **Italy AGtech Roadshow 2026**, an initiative by the Italian Trade Agency Canada and its partner association FEDERUNACOMA, that showcases 8 of the most distinguished manufacturers of agricultural machinery and equipment from Italy.

This event works well in Ontario, giving these innovators a platform to showcase their cutting-edge solutions. The featured companies excel in a diverse range of products, including specialized and compact tractors, turf equipment, implements and attachments, drive shafts, and other vital components for agricultural machinery and tractors.

Their expertise extends to harvesting platforms, sprayers, flexible cables, haymaking equipment, orchard and vineyard tools, mowers, irrigation systems, mulchers, forklifts, and the design and production of advanced mechatronic solutions for agricultural applications. Additionally, they provide spading machines, aerators, post-hole diggers, stone buriers, bed formers, bulldozers, graders, rotary plows, rotor rippers, rotary subsoilers, and forklifts.

To engage with the manufacturers of these exceptional Italian technologies, visit the Business Lounge at the upcoming Canada's Outdoor Farm Show in Woodstock, Ontario on September 15th and 16th, 2026. We also invite you to join us for the Italy AGTech Roadshow aperitivo & networking event on September 15th, from 5 pm until closing time.

During the course of the roadshow, Canadian farm industry professionals will learn about the **EIMA International**, one of the world's premier trade shows for agricultural, horticultural, and gardening machinery, equipment, and technology. Held in Bologna, Italy, in November, the event spans a total area of 375,000 square metres, with 122,000 square metres of net exhibition space. The 2026 edition already accounts for some 1,700 exhibiting companies from 42 countries, showcasing over 60,000 models of machinery and equipment for all types of agricultural and green activities, catering to every business model. In 2024, the show registered 346,800 visitors, including 63,100 international guests from 150 countries. ITA and FEDERUNACOMA are inviting select Canadian and international distributors, dealers and end users of farming technology to EIMA International 2026, scheduled from 10 to 14 November.

For more information on how to apply for the ITA's sponsored delegation to EIMA International 2026, contact toronto@ice.it.

See you out there on the road or in a field near you!

Carlo Angelo Bocchi
Italian Trade Commissioner in Canada
Italian Trade Agency





OUR PRODUCTS:

Air-blast sprayers, crop spraying units, flail mowers

ABOUT US

Dal Degan is an Italian family-owned manufacturer of professional spraying equipment for agriculture and gardening. Since 1870, the company has designed and produced air-blast sprayers, crop sprayers, pressure and backpack sprayers, and liquid application systems, combining in-house manufacturing, innovation and reliable Made In Italy quality.



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[y YOUTUBE.COM/@DALDEGANSPRAYERS](https://www.youtube.com/@daldegansprayers)







OUR PRODUCTS:

Agricultural machinery

ABOUT US

Frontoni is an Italian manufacturer, built to perform. We design, build and test every flail arm, shredder, forestry mulcher and remote-controlled mower 100% in-house, from first sketch to finished machine. Decades of field experience. We listen to our customers first, then we build: their needs shape our products. Quality you can feel.



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OUR PRODUCTS:

Specialised machinery for spraying, harvesting and sowing of horticultural crops

ABOUT US

The company designs and manufactures specialized horticultural machinery for sowing, spraying, transplanting, and harvesting operations, which are distributed under the brands Agricola Italiana, Toselli, Grim, Kult, Hortec, and Guaresi.

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OUR PRODUCTS:

Irrigation machinery

ABOUT US

Founded in 1974 and now part of the Farmfront Group, IRRIMEC is a global leader in advanced agricultural irrigation. Exporting to over 60 countries, Irrimec manufactures high-quality hose reels, motorpumps, and self-levelling irrigation booms. Their innovative systems feature electronic programmers for precise control of flow rates and remote monitoring capabilities. Designed for optimal water management, Irrimec's technologies help farmers worldwide maximize yields while adapting to modern climate challenges.



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[y YOUTUBE.COM/USER/IRRIMEC](https://www.youtube.com/user/IRRIMEC)





OUR PRODUCTS:

Soil preparation machinery

ABOUT US

Founded in the 1950s, Massano manufactures agricultural machinery for soil preparation, suitable for tractors from 20 to 500 HP, with a working width from 90 cm to 7 m. Our production includes stone buriers, rotary tillers, bed formers, and stale seedbed formers. Horticulture is the company's core business. Massano exports to 60 countries worldwide, with exports accounting for 80% of turnover.



Farm, Horticulture and Garden Equipment

CONTACT US

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 [YOUTUBE.COM/USER/MASSANOSNC](https://www.youtube.com/user/MASSANOSNC)







OUR PRODUCTS:

Agricultural machines: shredders, sprayers and fork-lifts

ABOUT US

Founded in 1945, Nobili designs agricultural machinery for the global market. The range features sprayers (mounted/trailed, 200-4000 L), versatile mulchers (95-840 cm working width for gardening, farming, and maintenance), and forklifts. A highly technological, complete range built to meet any spraying and shredding need.



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OUR PRODUCTS:

Any kind of hay rakes. Rotary tedders. Machineries for dairy farms: feeding lane and bedding. Small implements for two wheels tractors.

ABOUT US

Repossi Macchine Agricole designs and manufactures agricultural machinery, in particular for haymaking (raking) and breeding (for bedding and feeding lanes). Founded in 1898 and now in its fourth generation, it looks to the future thanks to innovative and patented solutions, including its patented double wheel rake, named RA-Rake, to meet the needs of farmers and breeders.

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OUR PRODUCTS:

Blades, flail hammers and flails

ABOUT US

Zappettificio Muzzi has manufactured forged agricultural tools since the 1950s. Operating as a 100% “Made in Italy” company, they produce blades, tines, flails, and plough parts crafted from hot-hardened, tempered boron steel. Embracing Industry 4.0, their modern facilities utilize robotized production, CNC machining, and CAD design to ensure exceptional product durability. Muzzi is also committed to sustainability, employing photovoltaic roofing and energy recuperation systems to minimize their environmental impact.



**ZAPPETTIFICIO
MUZZI**

MADE IN ITALY

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Italy's agricultural and garden machinery industry closed in 2025 with a total production value of €14.3 billion or CAD \$22,7 billion with a 2.1% year-over-year growth. Domestic sales grew sharply offsetting export headwinds and demonstrating the rapid digital transformation of the sector. The sector counts roughly 1,233 active manufacturing businesses and employs 55,000 workers or 3.5% of Italy's total workforce.

Italy ranks fourth amongst Canada's suppliers of agricultural machinery and equipment technology and is the second-largest European exporter after Germany, with a market share of 2,87%. In 2025, Italian exports of agricultural machinery to Canada fell by 21,68% compared to the previous year, totalling CAD 275 millions.

While Italy is a top supplier of agricultural machinery and technology to Canada, Canada ranks only 15th among destinations for Italian exports, accounting for just 1.54% of the total in this sector. The main products exported from Italy to Canada include self-propelled lifting or handling trucks (HS 842720), combine harvester-threshers (HS 843351), compression-Ignition Internal combustion piston engines (diesel or semi-diesel) for agricultural tractors (HS 840820) which account for 44% of the Italian market share. Other significant categories are tractors with an engine power between 75 kW and 30 kW (HS 870194) with 8,5% and machinery, equipment, and tools for agriculture, horticulture, forestry, aviculture or beekeeping (HS 843680) at approximately 7%.

The export data for Italian agricultural machinery to Canada does not fully capture the market potential. Niche sectors, such as horticulture, orchards, vineyards and, generally speaking, intensive cultivations require a higher degree of innovation, technology and customization. In these niches, Italian-made products are highly valued. More agile Italian companies are well-positioned to meet the needs of non-cash crop farmers and effectively compete with larger U.S. and international machinery manufacturers. Canada's vast geography and unique climate conditions result in intensive farming primarily concentrated in Ontario, Quebec, British Columbia, and certain regions of Nova Scotia and Prince Edward Island.





Italian Trade Agency



Founded in 1926, the Italian Trade Agency or ITA, also known in Canada and the USA as Italian Trade Commission, is the governmental agency that supports the business development of Italian companies abroad and promotes the attraction of foreign investment in Italy. Operating under the auspices of MAECI, Italy's Ministry of Foreign Affairs and International Cooperation, through a worldwide network of 79 offices in 65 countries, ITA provides information, assistance, consulting, promotion and training to Italian small and medium-sized businesses. It also caters to the needs of Canadian companies interested in deepening their ties with Italian suppliers of goods and services. ITA has been operating in Canada since the 1950s with offices in Toronto and Montreal, and expanded its presence in June 2023 with the inauguration of a Vancouver office.

To learn more about ITA, please visit ice.it/en

OpportunItaly



Opportunity is the Italian Trade Agency's international promotion strategy aimed at strengthening Italy's presence in priority markets and strategic industrial sectors. The initiative highlights

Italy's excellence in advanced manufacturing, innovation, and integrated supply chains, supporting the global positioning of high-value "Made in Italy" industries. Through targeted trade promotion activities, institutional cooperation, and business matchmaking initiatives, OPPORTUNITALY facilitates partnerships between Italian companies and international stakeholders. The program supports export growth, investment opportunities, and long-term industrial collaboration, contributing to resilient and sustainable economic development. Leveraging ITA's global network, OPPORTUNITALY serves as a gateway to Italy's technological capabilities and industrial expertise, fostering competitiveness, innovation, and strategic cooperation worldwide.

To learn more about OPPORTUNITALY
please visit opportunitaly.gov.it

Machines Italia

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**Machines
Italia®**

Machines Italia's mission is to introduce North American manufacturers to a new kind of machine buying experience. With exclusive tools for communication and supplier searches, it allows businesses and professionals to access Italy's innovative solutions and manufacturing

excellence. Try the all new Buyer's Concierge Service for a fresh look at your options when sourcing quality machinery and equipment... engineered with passion! The multichannel platform was created by the Italian Trade Agency in collaboration with major entrepreneurial associations and is active in Canada, Mexico and the United States of America.

To learn more about Machines Italia,
please visit: machinesitalia.org or simply call one of ITC Canada's offices.

FederUnacoma



**FEDER
UNACOMA**

Italian Agricultural Machinery
Manufacturers Federation

FEDERUNACOMA is the Italian Agricultural Machinery Manufacturers Federation, formed in 2012 to replace Unacoma [the Italian Farm Machinery Manufacturers Association set up in 1945]. FederUnacoma represents a broad sector of Italian manufacturers of digital systems and technologies for agricultural machinery

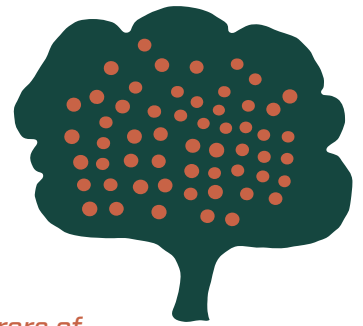
[Agridigital], irrigation systems [Assoidrotech], implements [Assomao], self-propelled machines [Assomase], tractors [Assotrattori], components [Comacomp], and gardening machinery [Comagarden], both in Italy and abroad. FederUnacoma focuses on promoting agricultural mechanization, advancing energy sector activities, and enhancing public and private groundskeeping. It supports the technological development of mechanical machinery and equipment both in Italy and internationally, while offering association members assistance and innovative services. The companies represented by FederUnacoma are significant players on the international stage, excelling in production capacity, product range, and efficiency in addressing the varied demands of agriculture and related sectors. FederUnacoma's associates represent 80% of Italian production, with exports making up 65% of this output. FederUnacoma is a member of Confindustria [the National Manufacturers Federation], and in Europe, CEMA [European Committee of Agricultural Machinery Manufacturer Associations] and EGMF [European Garden Machinery Industry Federation].

To learn more about FederUnacoma,
please visit www.federunacoma.it



ITALIAN TRADE AGENCY
invites you to

APERITIVO & NETWORKING
Italy AgTech Roadshow

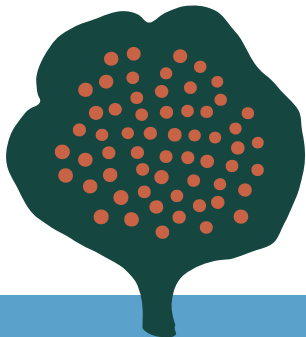


Join the Italian Trade Agency and eight Italian manufacturers of agricultural machinery for an evening of conversation, Italian food and drink, and new business connections.

An informal opportunity to meet the companies behind Italy's agricultural engineering, discuss distribution and partnership opportunities, and close the first day of the show in good company.

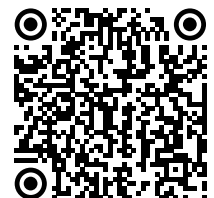
Tuesday, September 15, 2026
5:00 to 7:00 pm

*Business Lounge
Canada's Outdoor Farm Show
Discovery Farm Woodstock
744906 Oxford Road 17, Woodstock, Ontario*



RSVP
Space is limited. Please confirm your attendance by September 8, 2026.

SCAN TO REGISTER



ITALIA

OFFICIAL
PAVILION
BY **ITCA** 
ITALIAN TRADE AGENCY



Ministero degli Affari Esteri
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