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**EIMA Green, gardening in the spotlight**

**The appointment with the EIMA Green exhibition, one of EIMA International’s areas of specialization, falls at a very favourable time for the gardening market. Having closed the first half of 2021 with record growth (+33%), the sector is set to confirm its good performance in the second half as well. The Bologna event, where all types of gardening machinery and equipment will be on show, is a driving force for the entire sector.**

The strong expansion of the market for machinery and equipment for gardening and landscaping projects great expectations for EIMA Green, the EIMA International exhibition dedicated to gardening technologies, held in Bologna from 19 to 23 October. Comagarden (the Italian manufacturers' association) data based on the Morgan statistical surveys indicate a considerable growth in the first half of the year, both for the sector as a whole (+33.7 over the first half of 2020) and for the main categories of machinery. Double-digit increases were recorded not only in sales of brushcutters (+21.3%) and chainsaws (+40%), but also in sales of lawn mowers and robots, which closed the first six months of the year with gains of 28.4% and 41.6%, respectively. After the significant growth registered in 2020 (+45%), the mistblower segment closed the first half of 2021 with a contraction (-22%), being the only one with a negative trend.

The positive trend of the sector in these first six months of 2021 - observes the manufacturers' association - has also been greatly influenced by the emergence of new lifestyles, those that increasingly value the passion for gardening and care of green areas, both at a hobbyist and professional level. According to Comagarden's evaluations, the driving effect should continue during the rest of the year, further driving the market. In such a favourable setting, EIMA Green will therefore be an important point of reference for buyers, gardening, maintenance and sports facilities technicians, and for the vast audience of green enthusiasts who will have the chance to see for themselves the wide range of machines and technologies offered by manufacturers from all over the world. The Gardening Show will be attended by about 170 exhibiting companies representing 12 countries (in addition to Italy, from France, USA, Spain, Germany, Belgium, Turkey, Austria, Japan, UK, Egypt, Czech Republic and Canada), covering an exhibition area of about 10 thousand square metres in Halls 33 and 35.

But the presentation of new range products is not the only outstanding feature of EIMA Green. The gardening exhibition offers the general public at EIMA 2021 a calendar of conferences and training events on a vast range of topics. From the technological innovation of machinery to the design of urban greenery and safety in the use of mechanical machines, the in-depth meetings will enable visitors to become familiar with a rapidly developing sector and immerse themselves in the "culture of greenery".

**Rome, 10 September 2021**