

## **PRESS RELEASE**

### **EICMA 2021, TODAY THE FUTURE OPENS AGAIN**

***This morning the 78th International Two Wheels Exhibition was inaugurated: over 820 brands present, with exhibitors from 36 different countries at Fiera Milano Rho***

***The first day is reserved for the press, tomorrow for the trade and journalists and from Thursday to Sunday, it is open to the general public***

MILAN, 23 NOV. – “Welcome back, EICMA, today the future opens again.” These were the words of the President of EICMA S.p.A., Pietro Meda, in his inaugural address at the 78th International Two Wheels Exhibition, which opened this morning at Fiera Milano Rho.

After the cancellation of the 2020 exhibition, the most important trade fair in the world for the industry of two wheels and for fans is back. In the five halls occupied this year, over 820 brands will be displaying their new products, previews and the future of mobility on two wheels until Sunday 28 November.

During the opening ceremony, which was attended by the Mayor of Milan, Giuseppe Sala, the President of the Lombardy Regional Council, Attilio Fontana, the Minister for Economic Development Giancarlo Giorgetti, the Chairman of Confindustria ANCM (National Association for Bicycles, Motorcycles and Accessories) Paolo Magri and the Managing Director of Fiera Milano Luca Palermo, Mr Meda welcomed the return of EICMA as "a tribute to the passion and determination of the sector."

“If there is one characteristic that distinguishes our industry," Mr Meda also emphasized, "it is precisely that of its loyalty to its people. The need to keep up this relationship with the public and the absence of EICMA in 2020 encouraged the spread of digital initiatives, which, on the one hand certainly kept interest around the news of our sector alive, but on the other hand, they made it very clear that there is a need for physical and emotional contact with the products: today we are back in presence and once again we are making Milan the world capital of two wheels." Confirming the international attractiveness of the historical Milanese show, 47% of the exhibitors present this year come from abroad, representing 35 countries. There is also therefore a very significant presence of Italian companies which, as emphasized by the Chairman of ANCM Paolo Magri, "confirm on this stage their leading position in Europe for production, sales, expertise and beauty."

“For the whole sector and for the national sector, which in Italy generates a total value of over euro 7 billion and offers employment to over 100,000 people, EICMA, Magri remarked, "represents in the first place an occasion for unique communication because it allows using this appointment also as an Institutional stage to launch messages from, spread knowledge and awareness, represent the experiences of the users on the road and open up fruitful channels of dialogue with political deciders and stakeholders.”



The first two days of the Exhibition are reserved for the press and the trade: today is the exclusive Press Day, while on Wednesday 24 both journalists and the trade will be present. From Thursday 25 until Sunday 28, it is open to the general public of fans. And the EICMA show is not finished in the halls, but also continues in the outdoor areas of the Fiera, which host areas for motorbike test rides, entertainment, races and exhibitions. There are also special opportunities for lovers of eBikes, who can test the latest products from the universe of pedal assist bikes in the technical track in Hall 24. Lastly, there is also room for start-ups and the future of mobility on two wheels in the special area dedicated to them, which this year hosts 15 international innovative businesses ready to propose their ideas, solutions and prototypes.

EICMA S.p.A.