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**Agrilevante: Agriculture in a New Light**

***The Bari exhibition lives up to its promise of acting as a beacon for Mediterranean agriculture. Record attendance with over 100,000 visitors. Cutting-edge technologies make for a qualitative leap in the area's typical products.***

The Agrilevante international exhibition sets a new record. The 2025 edition closed yesterday evening with a total of 100,907 visitors (+6.4% compared to the 2023 edition), including 4,462 from abroad (an increase of 10%), the best result in the history of the event, which has recorded constant increases in its eight biennial editions from 2009 to today. The crowds of visitors, who filled the fairgrounds especially on Saturday and Sunday, were able to enjoy the show of tractors, construction machinery, equipment, gardening tools, and components (5,000 models in all), produced by 350 specialized industries, and displayed both inside the pavilions and in the specially set up outdoor areas. Approximately 70 conferences and meetings were held, aimed at farmers, business operators, technicians, and students, as well as enthusiasts of greenery and rural activities. "This year's edition demonstrates further progress in the quality of the displays, both aesthetically and functionally," explains Simona Rapastella, General Director of FederUnacoma, the federation of agricultural machinery manufacturers that organizes the event. "Our Events Office and I have created a particularly scenic and rational layout". This also allowed us to showcase the outdoor areas dedicated to animal husbandry, award-winning technical innovations, demonstrations of gardening equipment, and practical trials of robots and highly automated vehicles, facilitating the work of economic operators, who were able to easily identify the areas of their interest. "Agrilevante is not an agricultural exhibition in the strict sense, but rather a showcase of industrial technologies designed and produced for agriculture," Rapastella added, "and its success demonstrates how those in the sector are well aware that the future of agriculture depends on its ability to innovate with increasingly cutting-edge technologies". The institutional activities related to the event were also very positive, with the Ministry of Agriculture participating with important informational outreach, a visit from Minister Francesco Lollobrigida, and attendance by ministers and diplomats from numerous Mediterranean and sub-Saharan African countries. The business-to-business activities organized by ICE Agency and FederUnacoma also performed well, with official delegations of economic operators from 34 countries taking part. "The exhibition demonstrates how agricultural machinery industries can now offer extraordinarily effective solutions to the agricultural challenges of the Mediterranean region, from the Balkans to the Middle East, North Africa, and sub-Saharan Africa," said Mariateresa Maschio, President of FederUnacoma. "This offers significant opportunities for economic and commercial cooperation, especially for Italy, which is already a leader in agricultural machinery technologies". "However, economic activities need to be supported by a system of services, public policies, and collaboration, including in research and training," added the president of the manufaturers' association. "This is why I believe that Agrilevante, with its meetings, its scenario assessments, its proposals, and its political impact, is a great laboratory for the Mediterranean economy". For Gaetano Frulli, president of the Nuova Fiera del Levante, "the success of this edition of Agrilevante confirms the solidity of the synergistic path we are pursuing with FederUnacoma, the result of collaboration between some of the most representative entities in the agricultural world at the national level. Fully aligned with the vision of the Nuova Fiera Levante, FederUnacoma was in charge of a significant exhibition area as well as a particularly valuable conference program. All of this was supported by adequate exhibition facilities which, starting next year, will be further expanded with the construction of a new and modern pavilion. Minister Lollobrigida's presence is a testament to the event's strategic value. This shared commitment is consolidating the event as a concrete point of reference for Italy, Europe, and the entire Mediterranean basin".

The next Agrilevante event will be in October 2027.

**Bari, October 13, 2025**

[**Photo gallery**](https://www.agrilevante.eu/it/photogallery-fiera-macchine-agricole-bari.php)