



EICMA organizers feared the sagging global economy would negatively affect their Milan expo Nov. 10-15; however, their fears were assuaged as nearly 450,000 people packed the halls this year. The most interesting number was the impressive increase in international visitors: There were 29.9% more international trade and public visitors this year, with trade visitors coming from 127 different countries. There was an increase of 30% from France and Germany because of the cancellation of the Paris show. "We're particularly pleased with the increase in the number of the international visitors because it repays our hard work to make the show more globally attractive," EICMA and ANCMA director Costantino Ruggiero said. "During the show we presented the joint venture to create EICMA CHINA, to export the Milan show to Canton. The success of Green Planet has led us to reposition Bike Asia that we launched two years ago to Singapore, transforming it into a specialist show with a clear objective: to become the number one show for every kind of green vehicle. That's the future, but first of all we want to share this year's success with Fiera Milano and the Lombardy region, who supported the EICMA show."



photos by Joel Martin