EICMA, THE 83RD EDITION OFFICIALLY OPENS: THE BIGGEST EVER

The International Two-Wheeler Exhibition opens at Fiera Milano Rho in the presence of Deputy Prime Minister Matteo Salvini: ten halls, 765 exhibitors and 2,142 brands from 52 countries. Today and tomorrow are dedicated to business, with thousands of journalists and tens of thousands of trade visitors from around the world expected to attend. Open to the public from 5 to 8 November.

Milan, 3 November 2026 – The 83rd edition of EICMA – the International Two-Wheeler Exhibition – officially opened today at Fiera Milano Rho, in the presence of Deputy Prime Minister and Minister of Infrastructure and Transport Matteo Salvini. The event will run until Sunday, 8 November.

With **765 exhibitors, 2,142 brands from 52 countries and a total exhibition area of 300,000 square metres**, including indoor and outdoor spaces, EICMA has reached a new milestone in its history, which began in **1914**. For the first time since moving to the Rho exhibition district, the event occupies **ten halls**, one more than in 2025, reaching its largest-ever footprint at the Milan exhibition venue.

The opening ceremony was attended, alongside Minister Salvini, by **Paolo Magri**, CEO of EICMA S.p.A.; **Pietro Meda**, Chairman of EICMA S.p.A.; **Mariano Roman**, Chairman of Confindustria ANCMA; **Giovanni Bozzetti**, Chairman of Fondazione Fiera Milano; **Matteo Zoppas**, President of ICE – Italian Trade Agency; **Giuseppe Sala**, Mayor of Milan; and **Attilio Fontana**, President of the Lombardy Region.

The opening of the event centres on **the two B2B days, today and tomorrow, Wednesday 4 November**, dedicated to the press and industry professionals. **Thousands of journalists and tens of thousands of trade visitors from across the world** are expected in the exhibition halls for an event bringing together product presentations, international premieres, business meetings, conferences and networking opportunities. Manufacturers, suppliers, importers and distributors are gathering in Milan to discover the latest developments, establish business agreements and expand their networks, while the media bring new products and trends to the attention of a global audience.

«Since 2021, we have doubled the number of halls, from five to ten. This growth reflects the decision of companies to continue investing in EICMA and in the value of face-to-face

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meetings – says **Paolo Magri, CEO of EICMA** –. The two B2B days are at the heart of this role: here, companies' work meets a global audience, generating business contacts, communication opportunities and access to new markets».

EICMA's international appeal is further confirmed by the fact that **74% of the brands come from abroad**, while **30% of direct exhibitors are taking part for the first time or returning to the event**. These figures demonstrate not only the exhibition's growth in size, but also the renewal of its offering and the broad representation of the two-wheeler industry and its related supply chain.

«An entire industry comes together around EICMA: companies prepare their latest innovations, professionals travel across the world to meet, and enthusiasts plan their visits – says **Pietro Meda, Chairman of EICMA** –. This creates opportunities and jobs even beyond the exhibition halls, involving Milan and the Lombardy Region. Our responsibility is to turn this attention into value for the entire supply chain, from major manufacturers to start-ups».

From **Thursday 5 to Sunday 8 November**, EICMA will open its doors to the general public, offering visitors the opportunity to discover the latest products from manufacturers, new technologies and accessories, alongside a programme of competitions, shows, test rides and special features. From the outdoor **MotoLive** arena to experiences dedicated to urban mobility, and the history of motorcycle racing explored through the exhibition dedicated to **MotoGP**, the event will offer a wide range of attractions, while keeping products and the meeting between businesses and enthusiasts at its heart.

"Always the first time. Every year, a new discovery" is the message accompanying this year's edition. It captures EICMA's ability to mark **a before and an after for the motorcycle industry and the entire supply chain**: expectations turn into tangible innovations, technologies are showcased to the public, and the trends shaping the next season begin to take form. An event that remains a key fixture in the industry's calendar, renewing the excitement of discovery every year.

EICMA is open to the public from 5 to 8 November, from 9:30 am to 6:30 pm. Information and tickets: www.eicma.it.