

## **PRESS RELEASE**

# **EICMA 2024: THE EDITION CELEBRATING 110 YEARS OF THE EXHIBITION EVENT KICKS OFF**

*Record numbers for the International Two-Wheeler Exhibition that opened today in Rho Fiera Milano: more than 770 exhibitors, 45 countries represented and 2136 brands.*

*First day dedicated to the press, in the afternoon the ribbon-cutting ceremony with the authorities: expected, with the heads of EICMA and ANCMA, Minister Salvini, Lombardy Region President Fontana, Milan Mayor Sala and Italian Trade Agency President Zoppas*

MILAN, NOV. 5 - 1914-2024: EICMA turns 110. From the first edition held at the Kursaal Diana in Porta Venezia, Milan, with less than forty booths and exhibitors from six nations, to the one that opened this morning in Rho Fiera Milano, number 81, with more than 770 exhibitors from 45 different countries and as many as 2163 brands represented. The 2024 Edition of the International Two-Wheeler Exhibition celebrates a journey of more than a century - a unique milestone in the world in the panorama of trade fair events - with record numbers and with a claim, "EICMA, we've been leaving our mark for 110 years," that represents a clear statement of intent.

In fact, the more than 330 thousand square meters and 10 pavilions occupied this year set the stage for the hundreds of world previews and industry innovations that already since this morning, on the first day reserved for the press, the reference industry is bringing to the stage: the present and the future of mobility on two wheels. Large and important returns among the manufacturers, which make the exhibition offer of this Edition almost complete; the share of companies coming to EICMA for the first time is also substantial, a good 26%. The presence of foreign exhibitors from all continents is very rich, while a third of the total exhibitors instead flies the Italian flag.

Today, as anticipated, the exclusive press day, at 3 p.m. the inaugural event and ribbon cutting with the authorities, which will be attended by Matteo Salvini, Vice-President of the Council of Ministers

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and Minister of Infrastructure and Transport, Attilio Fontana, President of the Lombardy Region, Giuseppe Sala, Mayor of the City of Milan, Matteo Zoppas, President of ITA, the Italian Trade Agency for the promotion abroad and internationalization of Italian companies, Pietro Meda, President of EICMA Spa and Paolo Magri, CEO EICMA Spa.

Tomorrow, Wednesday, Nov. 6, is the second day reserved for the press and industry professionals, while from Thursday, Nov. 7 to Sunday, Nov. 10, the show opens to the general public. Admission tickets and more information at [eicma.it](http://eicma.it).

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