



**FOR IMMEDIATE RELEASE**

## **Agrievolution Becomes Legal Entity, Strengthening Global Advocacy for Agricultural Mechanization**

**ROME, ITALY, February 6, 2025** – Agrievolution, the global voice for agricultural mechanization in sustainable agriculture, has transitioned from an industry alliance to a legal nonprofit entity, enhancing its ability to advocate and engage with government agencies and key organizations relating to sustainable global food security.

Founded in 2008 and formally established as an alliance in 2012, Agrievolution has grown to represent more than 6,000 agricultural machinery manufacturers through their association members and stakeholders worldwide. The decision to become a legal entity in 2024 allows the organization to sign formal contracts, strengthen partnerships and increases its credibility in discussions about mechanization's role in global food security.

"This transition is a natural progression for Agrievolution," said Alessandro Malavolti, CEO of AMA (Agriculture Machine Accessories) and the organization's first president. "As a legal entity, we have created a strong foundation to represent the industry, collaborate with global organizations and provide insights that will shape the future of agricultural mechanization and precision agriculture technologies."

### **Strengthening Advocacy and Global Influence**

Agrievolution's new legal status enhances its ability to work with important international institutions, including agencies of the United Nations and the World Bank. With agricultural mechanization and precision agricultural technologies playing a growing and significant role in sustainable food production, the organization remains committed to advocating for policies and technologies in support of farmers worldwide.

"With more regulations affecting the agriculture industry, it is essential we provide a unified voice and a platform for information sharing," Malavolti said. "As a legal entity, Agrievolution can more efficiently coordinate its efforts across regions, ensuring industry advancements and challenges are addressed on a global scale."

### **Governance and Leadership Updates**

As part of the transition, Agrievolution established a board of directors, a treasury committee and an annual general assembly to oversee the organization's initiatives. While many operational functions remain unchanged, the introduction of a president role strengthens its leadership presence. The president serves as an industry figurehead, representing Agrievolution at notable events and discussions on agricultural mechanization and precision agriculture technologies.

Agrievolution's Chairman, Ignacio Ruiz, Secretary General of ANSEMAT, and Charlie O'Brien, serving as Secretary General for Agrievolution will remain in their current roles. Financial oversight will be managed by its leadership team, with Ruth Bailey, Director General & Chief Executive of the Agricultural Engineers Association in England, serving as treasurer. Agrievolution complies with new financial reporting requirements, including the submission of annual accounts in Italy, where it is legally registered.

## Looking Ahead: Expanding Membership and Influence

Agrievolution is seeing increased interest in membership, recently adding three new members in the past 60 days. As it continues to grow, the organization plans to serve as a global resource for industry data, policy discussions and collaboration among stakeholders.

“By becoming a legal entity, we are opening new doors for partnerships and strengthening our ability to advocate for global mechanization in sustainable agriculture as a key solution to the world’s food production challenges,” Malavolti said.

For more information about Agrievolution and its initiatives, visit [Agrievolution.com](https://Agrievolution.com).

## About Agrievolution

[Agrievolution](https://Agrievolution.com) is a global nonprofit committed to advancing agricultural mechanization and precision agriculture technologies. By leveraging its network of member organizations and unique data sets, Agrievolution provides industry insights, fosters collaboration and advocates for policies that promote the sustainable growth of global food production.

Agrievolution is hosting its eighth World Summit on Agriculture in Buenos Aires, Argentina, September 1-3, 2025. The theme of the summit will be **Achieving sustainable Agriculture, Food Security and Operational Efficiency Through Mechanization and Precision Technologies**.

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