

AGRI
TECHNICA^{DLG}
THE WORLD'S NO. 1

The world's leading trade fair
for agricultural machinery

9 – 15
NOVEMBER
HANOVER
GERMANY

20
25

touch smart
efficiency

agritechnica.com | [#agritechnica2025](https://twitter.com/agritechnica2025)

MADE BY



TOUCH SMART EFFICIENCY

AGRITECHNICA in a new, future-oriented format

DISCOVER pioneering innovations for practical farming.

EXPERIENCE at first hand how smart technologies are making crop production more sustainable and productive.

Jointly rethink **EFFICIENCY** in modern farming.



AGRITECHNICA – THE WORLD'S NO. 1



The industry's leading companies will be presenting their latest developments and innovations at the world's leading trade fair for agricultural machinery. AGRITECHNICA is the central meeting point for decision-makers and the industry's most important business marketplace. It serves as a showcase for the global agricultural machinery industry and a forum for pioneering crop production topics. Present your products and innovations. Establish valuable contacts. Maintain your network within the industry. Be part of AGRITECHNICA.



dlg.org

**Benefit from the network established by DLG
(German Agricultural Society),
the organiser of the world's leading trade fair.**

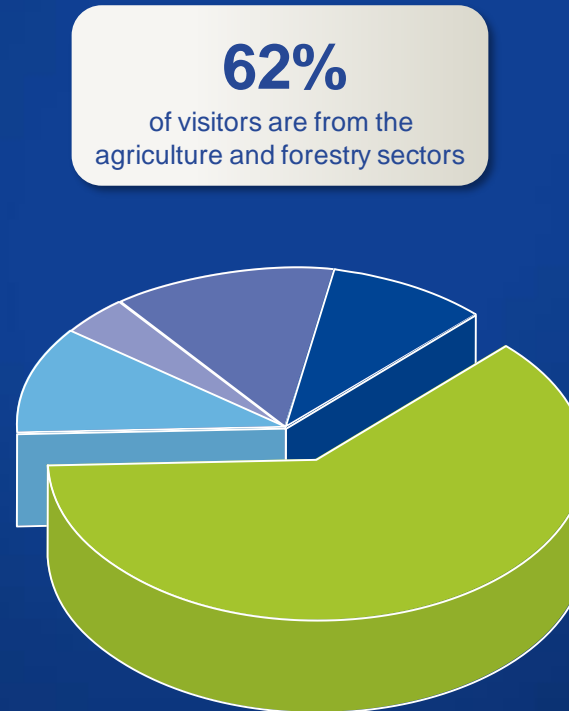
FACTS

2,776 exhibitors

1,817 international
959 national



Figures: Agritechnica 2023. FKM statistics



Source: Agritechnica 2023. Full visitor registration.
Checked by FKM

24 halls



WORLDWIDE MEDIA EVENT

1,450 JOURNALISTS

4,840

contributions/clippings

234,408

Google Ads clicks

10,690,250

website visits

Followers



298,213



103,410



10,555



12,405



10,500

REASONS TO EXHIBIT

1

THE WORLD'S NO. 1

World's leading trade fair with all of the agricultural machinery industry's market leaders in 24 halls

2

EXCLUSIVE ACCESS TO TOP TARGET GROUPS

International professional audience with high decision-making authority and willingness to invest

3

FIRST-HAND EXPERT KNOWLEDGE

Innovative formats, top speakers, current farming issues

4

LEADING PLATFORM FOR INNOVATIONS

Exhibitors will be presenting their global innovations and visions for crop production

5

WORLDWIDE MEDIA EVENT

Reporting by around 1,500 journalists and bloggers

6

CLEAR STRUCTURES

Breakdown into product groups and a separate start-up area

7

NETWORKING FACE-TO-FACE

Meet people, make contacts, forge networks, gain customers

8

PERFECT SYNERGIES

With the leading B2B exhibition for the international supplier industry: SYSTEMS & COMPONENTS

9

FARMROBOTIX | DIGITAL FARM CENTER

The meeting point for robotics, automation and AI

THE FUTURE OF AGRICULTURE STARTS HERE



The industry's leading figures come together at **AGRITECHNICA**: global players, hidden champions, innovators and visionaries.

Together, they will be presenting ground-breaking ideas and pioneering technologies that pave the way to the future of agriculture.

NEW PRODUCTS | INNOVATIONS | FUTURE

SYSTEMS & COMPONENTS

AWARDS & INNOVATIONS

EXPERT STAGES | DRIVE EXPERIENCE

FARMROBOTIX | DIGITAL FARM CENTER

WERKSTATT LIVE (Live Workshop)

TRADE & SERVICE

CAMPUS & SCIENCE

EXHIBITION PROGRAMME



TRACTORS & TRANSPORT

Tractors, farmyard and front loaders, transport vehicles, conveying machinery and equipment

SPECIAL CROPS

Machinery and equipment for fruit, vegetables and special crops, sprinkling and irrigation

FOREST & LANDSCAPE

Machinery and equipment for forestry, municipal applications, landscape management



SOIL & SOWING

Machinery and equipment for soil working, sowing

STORAGE

Machinery and equipment for harvest processing, conditioning and storage

KNOW-HOW

Associations, organisations, scientific and research institutions



HARVESTING

Machinery and equipment for grain, feed and root crop harvesting

DIGITAL ASSISTANCE

Robotics, electronics, agricultural software and precision farming

TRADE & SERVICE

Machinery, equipment and services from workshop to used machine marketing



PLANT PROTECTION & FERTILISING

Machinery and equipment for plant protection, plant care, fertilising

FARM INPUTS

Seed, fertilisers, plant protection agents, fuels and lubricants

SYSTEMS & COMPONENTS

The B2B marketplace for the international agricultural machinery supplier industry

THE RIGHT CUSTOMERS EACH DAY

Sunday 9 November	Next Generation Day	Professional operations, future decision-makers and up-and-coming generations will be seeking information on technical innovations, strategies and trends in modern arable farming for their farms.
Monday 10 November	Agribusiness Day	The Dealer & Professional Farmers Days are aimed specifically at specialist agricultural dealers and professional farmers. They offer a unique opportunity to obtain information on the latest trends and technologies, maintain valuable business relationships and make sound decisions for the future.
Tuesday 11 November	Agribusiness Day	The Dealer & Professional Farmers Days are aimed specifically at specialist agricultural dealers and professional farmers. They offer a unique opportunity to obtain information on the latest trends and technologies, maintain valuable business relationships and make sound decisions for the future.
Wednesday 12 November	International Farmers Day	Focus will be on special offers for decision-makers and investors from the leading agricultural regions of Canada, the Czech Republic and France.
Thursday 13 November	Digital Farm Day	Focus will be on special information offers concerning the future topics of robotics, automation, AI and precision farming.
Friday 14 November	Young Professional Day	Focus will be on special offers for young professionals, technical college and university students around the globe: first-class networking opportunities, live demos and discussions.
Saturday 15 November	Celebrate Farming Day	Professional operations, future decision-makers and up-and-coming generations will be seeking information on technical innovations, strategies and trends in modern arable farming for their farms.

AGRITECHNICA 2025 GUIDING THEME

touch smart efficiency

Under the guiding theme of 'touch smart efficiency', AGRITECHNICA 2025 will be offering visitors direct access to innovative, networked agricultural systems that increase efficiency, sustainability and productivity through digital technologies.

Touch points for the guiding theme

- Expert Stages
- Drive Experience
- **NEW:** FARMROBOTIX | Digital Farm Center
- Young Dealers
- Agrifood start-ups
- SYSTEMS & COMPONENTS
- VDI convention: meeting point for engineers
- Young Farmers Day & Party
- International crop production meeting point
- Workshop live – recruiting in the agricultural machinery trade
- Science Campus

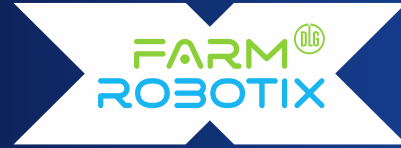
Become one of the world's leading trade fair's content partners!

As the organiser, DLG offers a top-class technical programme for targeted information and networking together with its partners. Forums, conferences and special shows make the world's leading trade fair an important future forum.

THE HIGHLIGHT TOUCH POINTS

DIGITAL FARM CENTER

- An area for smart farming, AI, robotics, drones, start-ups, autonomy
- Direct reference to the guiding theme of AGRITECHNICA 2025, 'touch smart efficiency'
- Integration of the Spotlight 'Smart Farming' with an Expert Stage and Lounge
- Interactive stage programme directly from and for the farming community



DRIVE EXPERIENCE

- Establish trust and allow customers to test alternative drives
 - Positioned centrally within the trade fair grounds
 - Practical applications: e.g. biomethane, hydrogen, electricity
- ✓ Demonstrate performance
 - ✓ Thrill your audience
 - ✓ 1:1 with potential customers



INTERNATIONAL FARMERS DAY

- Focus on important agricultural markets: Canada, Czech Republic, France
- Innovation markets
- Investment strength
- Best practices & individual technical programme



NETWORKS, PRESENTATIONS, INNOVATIONS, TRADE

- Make the future visible | Show solutions | Reduce fears
- Conferences on diverse problems around the globe
- Practical formats: keynote and expert presentations, panel discussions, spotlights and much more
- Network events
- The appropriate programme for each target group
 - Farmers, dealers, start-ups, contractors, young farmers, next generation, R&D, investors, politicians ...

SPOTLIGHT ON INNOVATIONS

In the context of AGRITECHNICA, DLG will be presenting the following awards:



AGRIFUTURE CONCEPT WINNER

Award for innovative and pioneering agricultural machinery concepts. Concepts and visions that have not yet achieved market maturity but are still in the development phase.



AGRITECHNICA INNOVATION AWARD

The agricultural machinery industry's most important innovation award. An Innovations Committee compiled by DLG will be presenting the most convincing innovations with awards in gold and silver.



SYSTEMS & COMPONENTS TROPHY ENGINEERS' CHOICE

Award presented to innovative components and systems by development engineers.



The 'DLG AGRI INFLUENCER AWARD' highlights agricultural mediators and opinion-makers in the social media.

SYSTEMS & COMPONENTS

THE B2B MEETING POINT

827 exhibitors

**625 international | 212 national
from 42 countries**

Figures: Agritechnica 2023. Checked by FKM

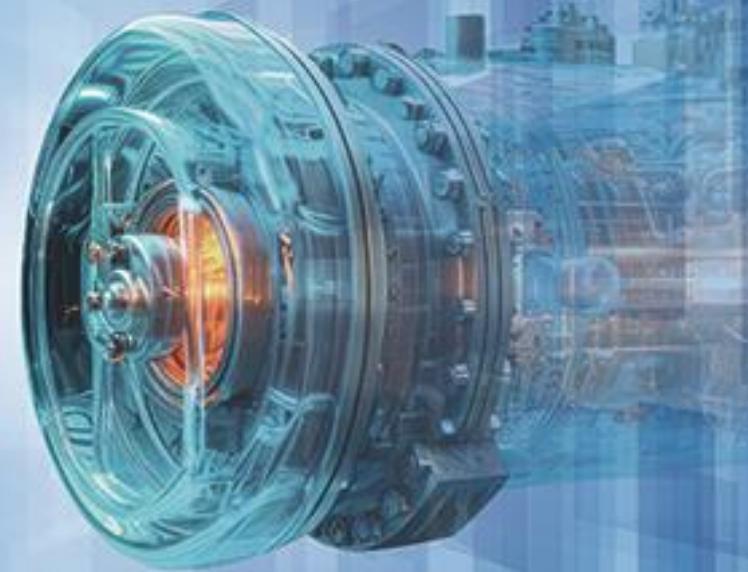
Engineers, developers, purchasers, researchers,
procurement managers, dealers, spare part managers,
OEMs and associations

Expert Stage – presentations & expert talks

SYSTEMS & COMPONENTS TROPHY

Specialist group concept

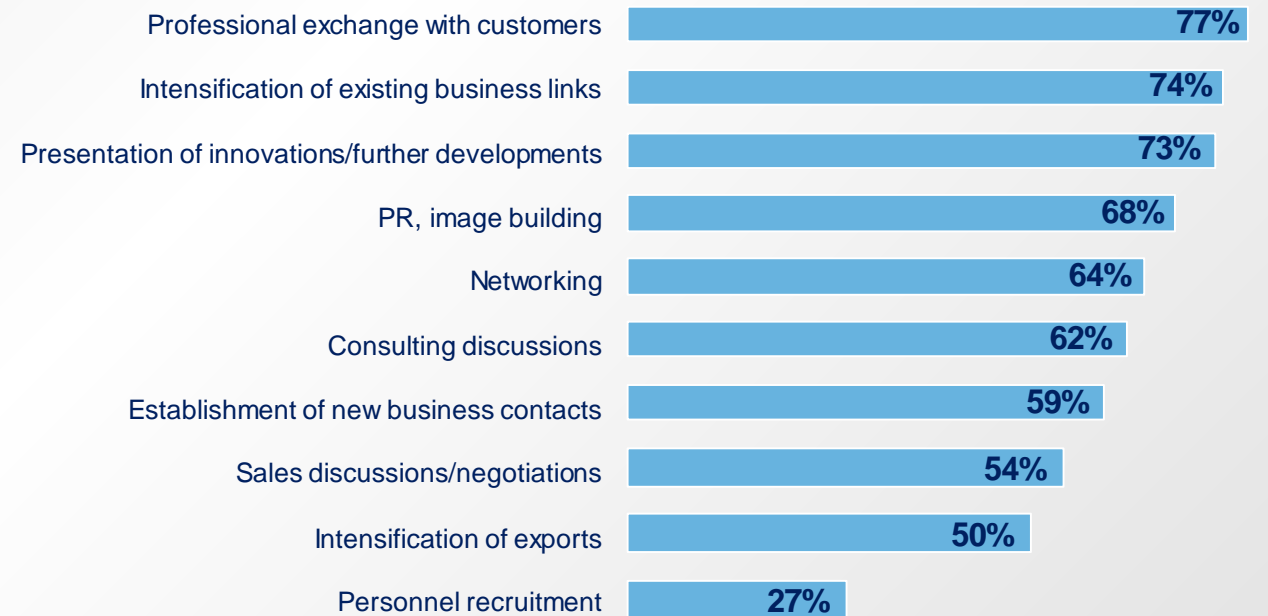
Positioned centrally within the trade fair grounds



THE TOP DESTINATION FOR B2B



VISITOR GOALS ACHIEVED



Source: Representative visitor survey by Wissler & Partner (2023)

MARKETING SERVICES

App & exhibitor directory

Increase your visibility by being present in our app and the exhibitor directory.

Scan2Lead

Record your customer data directly and efficiently by means of batch scanning.

Vouchers

Individually bookable vouchers with invoicing according to use – bring your customers directly to your stand.

Lanyards

Increase your brand presence with every visitor by means of personalised lanyards.

Free advertising materials

Use digital banners, e-mail signatures and other free advertising materials.

AGRITECHNICA channels

Present your products on the official AGRITECHNICA platforms.

Podcast

Lend your company or product a voice with our podcast.

Newsletters

Draw attention to yourself before the trade fair with targeted newsletters.

Press boxes & trade press stand

Make information directly available to journalists.

Recruiting

Use our online recruiting platform and book space on the digital trade fair steles.

AGRITECHNICA SITE PLAN

The entire world of agricultural machinery in one location

24 halls

380,000 m² of exhibition space

Hall 18

H'Up: Hybrid Event Hub

Halls 15 | 16 | 17

SYSTEMS & COMPONENTS



AGRITECHNICA 2023 site plan

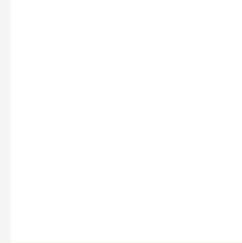
DATES



CONTACTS



Project Manager
Timo Zipf
+49 69 24 788-900
agritechnica@dlg.org



Project Assistant
Pauline Böckenhoff
+49 69 24 788-XXX
p.boeckenhoff@dlg.org



Sales Manager/Country Pavilions
Ulrike Schmidt-Machinek
+49 69 24 788-268
u.schmidt-machinek@dlg.org



S&C Brand Manager
Philippa von Loë
+49 69 24 788-255
p.vonloe@dlg.org



Sales Manager
Pascal Mette
+49 69 24 788-201
p.mette@dlg.org



S&C Project Assistant
Ana Spaic
+49 69 24 788-313
a.spaic@dlg.org

BY YOUR SIDE AROUND THE GLOBE



DLG trade fairs



DLG subsidiaries

- DLG Intermarketing (Romania)
- DLG Ukraine
- DLG Fuarcılık Ltd. Co (Turkey)
- DLG Benelux B.V.
- AgroFood Sp. zo.o. (Poland)
- IFWexpo Heidelberg GmbH
- DLG Beijing AgroTechService (China)
- DLG Asia Pacific

dlg-tradefairs.com