



## **Agritechnica 2025: The global hub for agricultural machinery dealers**

**9–15 November 2025 in Hanover – Theme: ‘Touch Smart Efficiency’ – Agritechnica as the key interface between manufacturers and farming practice – Focus on agricultural machinery trade – New opportunities for information and networking – [agritechnica.com](http://agritechnica.com)**

The agricultural machinery trade is today central to driving progress among farmers, acting as trusted advisors and reliable partners for farms at the local level. This year once again in Hall 2, Agritechnica, the world’s leading trade fair, will place even more focus on professional dealers. In addition to established features like “Workshop Live”, which presents live machinery repair sessions, Agritechnica offers several new events. For the first time, registered dealers can be listed on the official website, [www.agritechnica.com](http://www.agritechnica.com), as well as on the forthcoming app, making dealers visible to customers and exhibitors. Also new: “Business Matchmaking”, a tool designed to connect dealers and exhibitors directly. A further highlight is the International Dealer Center.

“Agritechnica 2025 offers innovative formats that are designed to enhance visibility and networking within the agricultural machinery trade sector. The goal is to bring together manufacturers, dealers, farmers, and industry experts from around the world, thereby strengthening global exchange,” says Ralf Königs, Manager of Business Segment Dealer, Agritechnica.

### **Exclusive Benefits for Dealers**

When [registrations open this summer](#), official dealers will be able to sign up to be listed on the Agritechnica website and app. This increased visibility will allow dealers to take a more active role in the exhibition and connect more effectively with customers and companies.

The International Dealer Center will serve as a central meeting place for national and international dealers. Featuring an exclusive lounge for business partners, clients, and staff, the venue will host “Pop-up Talk Dealer” sessions with international speakers at 17:00 on each of the seven days. Further networking events and a help desk for training and education enquiries complete the offering.

The new “Business Matchmaking” format will facilitate targeted connections between dealers and exhibitors, helping build valuable business relationships.

The popular “Workshpo Live” that presents complex repairs live and with commentary has been upgraded to version 2.0 and will run hourly throughout the show in cooperation with the LandBauTechnik Association. The feature aims to promote the mechatronics profession in agricultural and construction machinery. During the Agribusiness Days, 10 and 11 November, the focus will be on robotics, AI and high-voltage technologies. The DLG (German Agricultural Society), organizer of Agritechnica, will invite university students to the “Workshop Live Agribusiness Days” to attract new talent to the industry.

Dealers will benefit from exclusive “Dealer Packages”, including personalized tickets, special rates, and access to select events. Four package options will be available, each offering discounted admission.

Further information about the agricultural machinery dealers features at Agritechnica [here](#).

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### **About DLG**

With more than 31,000 members, DLG is a politically independent and non-profit organisation. DLG draws on an international network of some 3,000 food and agricultural experts. DLG operates with subsidiaries in 10 countries and also organizes over 30 regional agricultural and livestock exhibitions worldwide. DLG’s leading international exhibitions, EuroTier for livestock farming and Agritechnica for agricultural machinery, which are held every two years in Hanover, Germany, provide international impetus for the local trade fairs. Headquartered in Frankfurt, Germany, DLG conducts practical trials and tests to keep its members informed of the latest developments. DLG’s sites include DLG’s International Crop Production Centre, a 600-hectare test site in Bernburg-Strenzfeld, Germany and the DLG Test Centre, Europe’s largest agricultural machinery test centre for Technology and Farm Inputs, located in Gross-Umstadt, Germany. DLG bridges the gap between theory and practice, as evidenced by more than 40 working groups of farmers, academics, agricultural equipment companies and organisations that continually compare advances in knowledge in specific areas such as irrigation and precision farming.

**[www.dlg.org](http://www.dlg.org)**