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DLG expands in North America with new trade fair: Mexican Dairy XPO

Targeted to dairy producers in Mexico – February 2 and 3 2028 in Guadalajara – DLG Markets North America will organize – Building a three-market dairy platform across North America

DLG (German Agricultural Society) is expanding its international exhibition portfolio with the launch of the Mexican Dairy XPO (MDX), a new trade fair designed to give multi-generation Mexican dairy producers access to technical solutions that improve efficiency and farming practices. The exhibition will make its debut in Guadalajara on February 2 and 3 2028. Initiated by DLG Markets North America, MDX builds on the success of Canadian Dairy XPO and American Dairy XPO and also benefits from the broader expertise of the DLG Group, organizer of EuroTier, the world's leading trade fair for animal farming professionals in Hanover, Germany. Together with Canadian Dairy XPO and American Dairy XPO, the new event creates a platform for companies seeking access to three key dairy markets across North America.

Held in Guadalajara in the Jalisco state, Mexico's leading dairy region, responsible for about 20 percent of national milk production and milk processing in the country, the Mexican Dairy XPO will bring together international exhibitors presenting practical solutions for milking, feeding, genetics, animal health, housing, farm equipment and robotic and digital herd management.

"This expansion into Mexico reflects DLG's commitment to providing farmers in key agricultural regions with access to practical knowledge and cutting-edge technology. As an international agricultural society, we support farmers by facilitating the exchange of expertise, and best practices while connecting them with innovations from around the world ," says Jens Kremer, managing director, DLG Markets.

With more than a decade of experience connecting dairy producers with innovation through the Canadian Dairy XPO and, more recently, American Dairy XPO, we understand how dairy producers across the North American continent evaluate technologies and make investment decisions," said Jordon Underhill, Director of USMCA Exhibitions of DLG Markets North America.

"Successful trade fairs bring together producers, manufacturers, distributors and industry experts to exchange knowledge and support informed business decisions. Together with Madero Milking Systems and other key dairy brands in the marketplace, we will create a platform to capture the Pride In Dairy for Mexico’s massive producer base of more than 150,000 dairies,” he added.

Madero Milking Systems is the first Founding Partner of MDX to commit to the project for a 3-year term.

“We are excited to partner with DLG on this new project, which will contribute to the development of the country where Madero began its journey and from which it has grown into a global operation,” said Pedro Madero Sr., Founder and Director of Madero Dairy Systems.

“Mexican dairy producers have long called for a central platform where they can access information, explore innovative technologies, and exchange experiences with industry peers. We believe the Mexican Dairy XPO will play a valuable role in advancing Mexico’s dairy sector. Through our participation in both Canadian Dairy XPO and American Dairy XPO, we have seen firsthand the capabilities of DLG Markets North America and the value these events bring to the dairy industry.”

DLG Markets’ mission is to turn networks into international marketplaces and business opportunities. Beyond organizing trade shows and industry events, DLG Markets North America fosters knowledge exchange, collaboration, and networking across the agri-food sector through initiatives such as the establishment of the DLG Regional Expert Committee North America.

The Mexican Dairy XPO will be officially presented during a dedicated industry event at EuroTier 2026 on 11 November from 6:00 p.m. to 8:00 p.m. at the DLG Stand (Hall 13, E58) at the Hanover Exhibition Grounds, Germany.

Established in 2024 and headquartered in Elora, Ontario, DLG Markets North America will organize the Mexican Dairy XPO. DLG acquired Canadian Dairy XPO (CDX) two years ago and expanded its dairy exhibition portfolio with the launch of American Dairy XPO (ADX) in 2025.

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DLG. Progress and sustainability in the agriculture and food industry

The DLG (German Agricultural Society), founded in 1885 by Max Eyth, stands for productivity and sustainability in innovation-driven improvements in agriculture and the food chain. The aim of the DLG is to promote progress through the transfer of knowledge - especially with regard to technology and quality control. Non-profit, politically independent and with an international network, the DLG has more than 30,000 members worldwide.

As one of the leading organizations in its sector, the DLG not only organizes trade fairs and events in the fields of agriculture and food technology but also tests food, agricultural technology and equipment. With its competence centers for agriculture and food, its demonstration farm where practical trials take place along with its numerous publications, the DLG continually promotes independent knowledge transfer. In addition, the DLG works on numerous national and international committees of experts to develop solutions for the challenges facing agriculture and the food industry.
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