



Frankfurt am Main, Germany

25 August 2025

DLG strengthens trade fair and conference business

DLG Service GmbH to be integrated into DLG Markets GmbH – Enhanced efficiency through consolidated services – strengthening of international events and service portfolio – www.dlg-markets.com

(DLG). With the integration of DLG Service GmbH into DLG Markets GmbH in August 2025, the DLG (German Agricultural Society) is strategically realigning its trade fair and event business. The restructuring aims to consolidate expertise, streamline processes, and expand international market presence. The merger establishes clear responsibilities and strengthens the performance of DLG Markets GmbH, paving the way for a future-ready range of trade fairs and conferences, international project work, and the development of new services for the agrifood business.

The merger enables the DLG to further consolidate its structures in trade fair and conference organization, communications, and project work, underscoring the growing role of DLG Markets GmbH as a leading international event organizer and service provider. Flagship events—including Agritechnica in Germany, Thailand, and Vietnam; EuroTier; EnergyDecentral; the specialist trade fairs DLG-Feldtage, DLG-Waldtage, and PotatoEurope; the Canadian Dairy XPO; the American Dairy XPO; Future Ag powered by Agritechnica in Australia; and other trade fairs and conferences in 24 countries—reflect this strength. “With this merger, we are combining our competencies into one strong unit. This creates clarity, efficiency, and future-readiness,” explains Freya von Czettritz, CEO of DLG Holding GmbH, the parent company of DLG Markets. “Our customers and partners benefit from an integrated service offering that is internationally oriented and strategically focused.”

Uniform platform for trade fairs, events, and international projects

As part of the merger, DLG Markets GmbH will assume all responsibilities previously held by DLG Service GmbH. Jens Kremer and Tobias Eichberg, who previously led the respective organizations, will continue in joint leadership following the merger. With the integration, previously separately organized areas such as trade fair and conference management, event services, and international project work will

be consolidated under one roof. This creates a unified platform for customer communication, simplifies internal processes, and increases the speed of response to market demands.

“We are strengthening our operational excellence and our ability to respond flexibly to new challenges,” says Jens Kremer. “DLG Markets will offer everything from a single source— from the conception and execution of trade fairs and event organization to cooperation projects with public and private partners.”

Future-oriented strategy in a dynamic market environment

With its new structure, DLG Markets GmbH is clearly positioning itself as a leading provider of market-oriented services for the agricultural and food industry. In addition to world-leading trade fairs in Germany, the company is responsible for a diverse international event portfolio, digital specialist formats, and projects in development cooperation and export promotion.

“This merger aligns our organization consistently with the needs of our target groups,” emphasizes Tobias Eichberg. “We stand for connected, innovative solutions that deliver real strategic and operational value to our customers.”

More information: dlg-markets.com

Media contact:

Malene Conlong

Tel: +49 6924788237

Email: M.conlong@dlg.org

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