



Frankfurt am Main, Germany

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## **EuroTier 2026: Strong commitment from visitors**

**10–13 November 2026 in Hanover, Germany – Theme: “Intelligence in Animal Farming” – Visitor survey reveals strong interest – DLG Spotlights, DLG Expert Stages and networking events – EuroTier app soon available for download – Travel information – Featuring “EnergyDecentral” and the Inhouse Farming – Feed & Food Show – [eurotier.com](http://eurotier.com)**

**With four months to go before EuroTier 2026 opens, the world's leading trade fair for professional animal farming and livestock management is already attracting strong international interest. A visitor survey conducted in May and June 2026 highlights both a strong willingness among industry professionals to attend the event and a high level of investment readiness across the sector. Under the guiding theme “Intelligence in Animal Farming”, EuroTier will take place from 10 to 13 November 2026 in Hanover, Germany. Covering all major livestock species, including cattle, pigs, poultry, sheep, goats and horses, the exhibition will showcase a wide range of innovations, including numerous product premieres. Knowledge transfer and professional exchange will take place across nine expert stages featuring presentations, panel discussions, talks and networking opportunities. Visitors can enhance their trade fair experience with the EuroTier app, developed by DLG (German Agricultural Society), organizer of EuroTier.**

A preliminary survey conducted among 1,091 potential EuroTier 2026 visitors in May and June 2026 demonstrates considerable interest in the trade fair. 60 percent of respondents have already decided to attend, while a further 39 percent intend to make their decision in the coming months.

Investment readiness is also high. While 63 percent of respondents are planning investments of up to 100,000 euros, 11 percent are considering investments exceeding 500,000 euros.

Survey participants also expressed strong interest in key future-oriented topics for the industry, including animal welfare, automation and robotics, sensor technology and artificial intelligence, digitalization, sustainability and environmental protection.

This demand is reflected throughout the exhibitor offering. Some 2,100 companies will be presenting solutions across the entire value chain – from animal health and animal welfare to modern housing and feeding technologies, as well as feed and feed additives. The exhibition portfolio, spanning 13 halls, is further complemented by innovations in breeding, trading and reproduction technologies, alongside applications in automation and robotics.

“Seeing such strong international commitment to EuroTier already at this stage is very satisfying. We are expecting farming professionals from all over the world who are looking for practical ideas, new technologies and solutions they can take back to their farms,” says Ines Rathke, EuroTier show director.

“EuroTier brings together the entire spectrum of modern livestock farming, from feed and animal housing to equipment, digital tools and innovations for every species. The fact that so many visitors are already planning their trip and committing to attend several months before the trade fair opens is a wonderful sign. It shows how important personal exchange, inspiration and international networking remain for our industry.”

The ticket shop for EuroTier 2026 opened this spring. A one-day ticket costs 33 euros in the online shop, with further options available. Ticket shop link: [www.messe-ticket.de/DLG-SHOP/ETED2026](http://www.messe-ticket.de/DLG-SHOP/ETED2026)

### **International technical program and new formats**

Among the new highlights at EuroTier are the EuroTier Milky Way, DLG-VetCon, the Innovation Boulevard and the Forage Days. These formats will explore key livestock topics in depth, combining expert insights with practical exhibits. Together with the extensive exhibition, the technical program ensures that EuroTier offers a comprehensive overview of cutting-edge innovations as well as established technologies for efficient, sustainable and animal-friendly livestock production.

### **DLG Spotlights: Experiencing innovation in practice**

The DLG Spotlights offer visitors the opportunity to experience innovations in practical application. The Barn Robot Event will showcase state-of-the-art solutions for automated milking, focusing on the conversion of conventional milking parlours to robotic systems, new-build concepts and milking solutions for large dairy herds.

Further highlights include technologies for reducing emissions in livestock farming and the TopTierTreff (“Top Genetics”), the international meeting place for breeding companies and breeding organizations presenting live dairy and beef cattle.

With the new Innovation Boulevard, exhibitors will, for the first time, be able to present their officially recognized innovations, submitted and recognized as world premieres in advance. The last event saw over 210 registered world premieres.

Another new feature is the DLG Spotlight “Forage Production”. Companies will demonstrate how smart farming technologies are transforming forage production and how forage quality can be optimized from harvest through to silage. The new Forage Days on 12 and 13 November will complement the program. The DLG Expert Stage Cattle will focus specifically on demand-oriented feeding strategies for ruminants.

Another highlight will be the Horse Theme Day on Thursday, 12 November 2026, featuring expert presentations and guided tours of exhibitors specializing in equine technologies and services. Additional impulses will be provided by the Start-up Area, showcasing innovative technologies, and the Science Campus, where research findings and job offerings will be presented.

### **Technical program and international exchange**

The EuroTier 2026 technical program will be presented on a total of nine expert stages and will include lectures, panel discussions and networking formats covering all relevant sectors of livestock farming, as well as topics from EuroTier’s partner events:

DLG Expert Stage Cattle (Hall 12)

DLG Expert Stage Pig (Hall 17)

DLG Expert Stage Poultry (Hall 17)

DLG Expert Stage Barn Robot Event and Direct Marketing (Hall 13)

DLG Expert Stage Biosecurity and Feed Safety (Hall 21)

DLG Expert Stage Intelligence in Animal Farming (Hall 13)

DLG Studio Stage (Hall 13)

DLG Expert Stage EnergyDecentral (Hall 25)

DLG Expert Stage Inhouse Farming (Hall 25)

EuroTier’s international importance is further reflected in a wide range of networking opportunities and international events. The International Poultry Conference will take place on 9 November 2026. On 11 November 2026, the International Farmers Day, focusing on Ireland, Poland and the United Kingdom will be held alongside the International Cattle & Pig Event.

The Young Professionals Day on 12 November 2026 is designed specifically for the next generation of industry professionals. Also taking place at the EuroTier venue from 12 to 13 November 2026, DLG-VetCon will be launched as a new international forum for veterinarians. Program highlights include keynote speeches by internationally renowned experts, in-depth workshops, guided innovation-focused tours of the exhibition, a foyer exhibition and networking opportunities for professional exchange. Tickets

are now available at the early-bird rate. The program will be complemented by additional networking formats, including the Female Agri Fellows Networking Event.

### **EuroTier App: Digital support for visitors**

The EuroTier app provides visitors with a digital tool that significantly simplifies planning and navigating the exhibition. The app, which will be available for download during the summer, offers an interactive hall plan, targeted exhibitor and product searches, and up-to-date information on program sessions and events. Users can also create personal favorites lists and build their own customized trade fair agenda.

### **Getting to EuroTier 2026**

Good flight connections to Hanover ensure that international visitors can easily reach EuroTier. Once in Hanover, visitors can easily reach the exhibition grounds from Hanover Central Station via tram line 8 and the additional line E, both of which provide direct access to the North Entrance. Alternatively, the S4 commuter rail line connects to Hanover Messe/Laatzen station. During EuroTier, numerous long-distance and regional trains will also stop directly at Hanover Messe/Laatzen station, from where West Entrance 1 can be reached within a few minutes via the Skywalk.

Travel by car is equally convenient. The exhibition grounds are well connected to the motorway network, clearly signposted and offer ample parking facilities.

*Photo: DLG*

### **Updates on EuroTier 2026:**

[www.eurotier.com](http://www.eurotier.com)

[www.facebook.com/eurotier](https://www.facebook.com/eurotier)

[www.instagram.com/eurotier\\_tradefair](https://www.instagram.com/eurotier_tradefair)

<https://www.linkedin.com/showcase/dlg-eurotier/>

[www.linkedin.com/groups/2414416](https://www.linkedin.com/groups/2414416)

[www.youtube.com/eurotier](https://www.youtube.com/eurotier)

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### **About DLG**

With more than 30,000 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)