



Media Service

DLG e.V., Eschborner Landstrasse 122, 60489 Frankfurt/Main,
Tel: +49 69-24788-237; m.conlong@DLG.org, www.dlg.org

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Agritechnica 2025 Preview at Cereals Event in the UK

**The largest agricultural machinery trade fair to be previewed on stand 450.
Visitors and exhibitors from the British Isles at Agritechnica in the top 10.**

(DLG). On 11 and 12 June, visitors to the Cereals event in Leadenham, UK, will have the opportunity to preview the key highlights of Agritechnica 2025 at stand 450. This preview is part of the “Agritechnica on Tour” series, which brings insights from the world’s leading agricultural machinery trade fair to farmers, companies, and experts through a series of in-country events. Agritechnica will take place in Hanover, Germany, from 9 to 15 November 2025.

“The UK continues to play a major role at Agritechnica. Farming professionals—many of them large-scale producers—as well as exhibiting companies from the UK attend in strong numbers and contribute significantly to the unique atmosphere of the event,” says Angelina Laas, Area Manager UK and Ireland, Agritechnica.

With more than 8,000 visitors from the UK and Ireland attending Agritechnica in 2023, the world’s leading agricultural machinery trade fair remains a firm favourite among farming professionals from this region. This strong turnout places the UK together with Ireland among the top ten visiting nations. Around 60 companies from the UK and Ireland exhibited at the last edition, joining more than 2,700 exhibitors from 53 countries.

Agritechnica’s new “7 Days – 7 Topics” initiative delivers focused knowledge and events each day for specific visitor groups, including family farms, large-scale operations, dealers, contractors and international professionals. The week opens with the Innovation and press Day, followed by two AgriBusiness Days on farm management best practices.

Midweek features the International Farmers Day—highlighting Canada, the Czech Republic, and France—alongside Digital Farm Day, which explores how digital technologies are enabling smarter, more efficient farming. The program continues with Young Farmers Day and concludes with a festive “Celebrate Farming” day, where traditional tractors roll out of the halls at 18:00, horns sounding in tribute.

Under the theme “Touch Smart Efficiency,” Agritechnica 2025 showcases how smart technologies across the full range of farm equipment enhance productivity while conserving resources. From precision spraying to autonomous machinery, innovations like sensors, drones, AI, and robotics are transforming agriculture.

All globally operating agricultural machinery manufacturers are traditionally represented at Agritechnica—the world’s largest venue for agricultural decision-makers. Held every two years, Agritechnica offers the most comprehensive and diverse information hub for global arable farming.

At the forthcoming Cereal event the Agritechnica team on stand 450 will be on hand to present the 2025 edition.

Following the event in the UK, Agritechnica on Tour will travel to Canada and the US among other locations.

Agritechnica is organized by the DLG (German Agricultural Society), a non-profit organization focused on providing farmers with knowledge for informed investment decisions.

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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. Through its subsidiary, DLG Markets, DLG operates subsidiaries in nine countries and 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.

Media contacts:

Malene Conlong

Tel: +49 6924788237

Email: M.conlong@dlg.org