



Record 37 national pavilions at Agritechnica 2025 – Australia Among five newcomers

Five newcomers join pavilion program – Australia, Czech Republic, Hungary, Poland, Turkey – 24 countries represented – AUS-night and Canada Event on 11 November adds cultural flair

Agritechnica 2025, taking place from 9 to 15 November in Hanover, Germany, will host a record 37 national and regional pavilions, organized by export and industry bodies from 23 countries. These pavilions make up a significant part of the more than 2,700 exhibitors participating at Agritechnica this year. The growth in pavilion participation at Agritechnica reflects why Agritechnica has become the preferred venue for international agricultural business: it brings together all the relevant decision-makers, making it easier for exhibitors to connect with new business partners, enter new markets, and build long-term collaborations.

This year, several countries will be represented for the first time in the pavilion program: Australia, Czech Republic, Hungary, Poland and Turkey. Other first-timers include Agricultural Manufacturers of Canada (AMC), which has booked a prominent pavilion.

The pavilions from Canada, the Czech Republic and France are especially timely this year, as these three countries are the focus of the International Farmers Day on 12 November when a high-quality speaker program on challenges and solutions in crop production await visitors. Farming professionals from these countries will receive free entry to the fair on that day.

The French pavilion, organized by Business France, is a well-established presence at Agritechnica, many of the nearly 100 exhibitors from France will be located in that pavilion.

Each pavilion brings a distinct agricultural profile and technology focus, adding its own country flair to the trade fair though not all pavilions with a country flag represent entire countries — some are regional initiatives. For example, some countries are represented by several pavilions, each highlighting different provinces and often technology clusters. This regional approach allows for more targeted promotion and reflects the variety within national agricultural sectors.

Number of pavilions on the rise

The rise in pavilion numbers emphasizes Agritechnica's role as a global business platform. With some 430,000 expected visitors from nearly 150 countries, the trade fair enables exhibitors to connect with relevant decision-makers and expand into new markets. For many companies, the pavilion format provides both visibility and credibility — and often leads to long-term business outcomes.

“Agritechnica reaches the right people,” says Timo Zipf, Project Manager of Agritechnica. “National and regional pavilions are a proven format for entering new markets, and we're especially pleased to welcome five new countries this year.”

Australia is making a bold debut with its “Team Australia Mission”, led by the Australian Agritech Association in partnership with the Queensland Department of Primary Industries and AgriFutures growAG. The Australian Pavilion will offer up a team of creative innovators, entrepreneurs, and industry leaders under one banner, showcasing technologies that address productivity, climate, and sustainability challenges.

“As organizer of Agritechnica, the DLG – the German Agricultural Society - welcomes Australia's participation, which builds on our existing collaboration through the FutureAg Expo powered by Agritechnica, which was conceived at the last edition.

Since then, FutureAg powered by Agritechnica has been held twice in Melbourne, uniting Australia's broadacre sector and serving as the central meeting place for professionals in crop and mixed farming. The event brings international innovations to Australia, a high quality technical program on stage and demonstrates DLG's long-standing commitment to advancing agricultural knowledge and cross-border exchange – a core mission of the non-profit organization since 1885.

Cultural events and pavilion atmosphere enhance experience

In addition to showcasing technology, many national and regional pavilions are hosting networking events and informal gatherings, with Canada and Australia among those organizing after-show networking events, “Australia Night” and the Canadian reception event taking place concurrently on 11 November at 5:30 pm. Some of these events require prior registration.

The country events invite visitors to step into the spirit of each pavilion — not only through the technologies on display, but through the tastes, sounds, and informal conversations that bring national character to life.

“Every hall at Agritechnica has its own unique vibe, but the national pavilions add a special cultural dimension,” says Zipf. “Whether it’s Canada’s expertise in no-till farming or Australia’s large-scale farming prowess, the pavilions showcase both technical strengths and national character.”

Pavilions at Agritechnica

Country	Location (Hall)
Argentina	Hall 9
Australia	Hall 5
Brazil	Hall 15; Hall 9
Canadaamx amx	Hall 5; Hall 6; Hall 12
China	Hall 3; Hall 7; Hall 17; Hall 14/15; Hall 16
Czech Republic	Hall 21
Denmark	Hall 21
Germany	Hall 25
Finland	Hall 26
Hungary	Hall 21
India	Hall 3; Hall 14/15
Italy (Piemont)	Hall 14/15

Netherlands	Hall 25
Poland	Hall 4
Romania	Hall 7
Spain	Hall 16
Sweden	Hall 24
Taiwan	Hall 16
Turkey	Hall 14/15
Ukraine	Hall 5
United States	Hall 6
UK (Nothern Ireland)	Hall 25

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

