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Frankfurt, Germany
18 November, 2026

Agritechnica 2027 opens exhibitor registration

World's leading trade fair for agricultural machinery to take place in Hanover, Germany, from 14 to 20 November 2027 – Guiding theme: "Connecting Agricultural Intelligence" – Exhibitor registration open until 31 January 2027 – International platform for innovations, technologies and solutions in crop production – Digital Farm Center and Global Farming Systems among the key technical highlights – agritechnica.com

Official kick-off for Agritechnica 2027: Exhibitor registration is now open for Agritechnica 2027, the world's leading trade fair for agricultural machinery, held together with Systems & Components, the B2B marketplace for the international supplier industry. Companies from around the world can apply for an exhibition space until 31 January 2027.

From 14 to 20 November 2027, Hanover will once again become the global meeting place for the agricultural machinery industry. Under the guiding theme "Connecting Agricultural Intelligence," organizer DLG (German Agricultural Society) will focus on intelligent, connected technologies and their practical benefits for productive, sustainable and future-oriented farming.

With its comprehensive exhibition program, the technical agricultural innovations and high-level professional events, Agritechnica brings together manufacturers, farmers, dealers, contractors, researchers and industry professionals from around the world, providing a professional platform for business, networking and knowledge exchange while highlighting key developments shaping the future of agriculture.

The global marketplace for crop production technology

As the world's largest exhibition for agricultural machinery and the industry's premier international business platform, Agritechnica showcases the entire spectrum of technologies and solutions for modern crop production.

The exhibition covers all major agricultural machinery segments, from tractors, tillage, seeding, crop protection and harvesting equipment to components, systems, digital solutions, automation, artificial intelligence and robotics. In doing so, Agritechnica represents the complete agricultural technology value chain and connects manufacturers, farmers, dealers, researchers and other stakeholders from across the global agricultural sector.

Through the Systems & Components event held within the trade fair, Agritechnica once again provides an international platform for suppliers serving the agricultural machinery and off-highway industries. The full exhibition is complemented by an extensive Startup Area, where startup companies can present innovative technologies and business models while building connections with established industry players.

The international agricultural machinery trade will once again benefit from the International Dealer Center, a dedicated hub for networking, business development and professional exchange.

Key technology topics at Agritechnica 2027 include the ongoing digitalization and connectivity of agricultural machinery and farming processes, intelligent automation solutions and the advancement of energy-efficient and alternative powertrain technologies. These include electrification, hybrid systems, biofuels and hydrogen-based solutions.

Digital Farm Center: Intelligent Technologies for Agricultural Practice

Following its successful premiere in 2025, the Digital Farm Center will once again appear at Agritechnica 2027 and put the digital transformation of agriculture at the forefront. Under the theme "Connecting Agricultural Intelligence," the Digital Farm Center brings together innovative solutions for digitalization, automation, robotics, and artificial intelligence. The focus is on three topic areas: "Autonomy & Robotics," featuring autonomous machines and intelligent assistance systems; "AI, Data & Connected Farming," covering AI, data management, and connected production processes; and "Smart Efficiency & Farm Profitability," presenting digital solutions to increase operational productivity and profitability. What matters most is the tangible benefit of connected technologies for more efficient production processes and economically successful farming.

Global Farming Systems: International Perspectives on Sustainable Agriculture

With the DLG Spotlight "Global Farming Systems," Agritechnica 2027 turns its attention to agricultural production systems around the world. The focus is on technological and operational approaches to productive, resilient, and future-proof agriculture under diverse climatic and economic conditions.

The Spotlight combines international practical experience with scientific findings and technological developments. Farmers from various agricultural regions, industry executives, and subject-matter experts will discuss challenges, strategies, and future prospects.

The range of topics extends from productivity and food security to climate resilience, water management, and the circular economy. It also covers international agricultural markets, business management challenges, and innovative production concepts. Presentations and moderated discussions offer practical solutions and encourage the international exchange of experience.

Exhibitor Registration Open Until January 31, 2027

Companies can still register their exhibition space for Agritechnica 2027 until January 31, 2027. As the world's leading platform for agricultural machinery, the trade fair offers direct access to international markets, leading industry companies, and key investment decision-makers from agricultural practice.

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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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