



Inaugural FutureAg Expo ‘Powered by Agritechnica’ in Australia a success

2,000 large-scale farmers attend – next edition 28-30 May 2025 – First Agritechnica spin-off in Australia succesful – DLG’s offered market exploration trip to European agricultural experts

The inaugural FutureAg Expo 2024 powered by AGRITECHNICA, which is jointly organized by the DLG (German Agricultural Society) and Hannover Fairs Australia, has been hailed a success after three days of events and showcases of agricultural innovation. As door opener to the international farming sector, DLG not only supported the exhibition with its professional know-how but also engaged its farming network to allow a group of innovative companies from Europe to visit the show and explore the Australian market, which included farm visits.

Held at the Melbourne Royal Showground, the new event, which took place 17-19 April, brought together industry leaders, experts, and farmers to explore the latest in agricultural innovations from Australia and overseas.

The FutureAg expo powered by AGRITECHNICA, officially opened by The Hon Ros Spence MP, Victorian Minister for Agriculture, saw a remarkable turnout for its inaugural year, with over 2000 farming professionals, most of them large-scale farmers, attending the event across the three days, including industry experts, producers, researchers, and ag-start up founders.

„We are pleased to continue to apply the Agritechnica approach to exhibitions around the world. We are satisfied that the first FutureAg Expo in Australia has played a major role in supporting farming professionals with technical know-how for their farm. We look forward to the next edition in 2025” said Jens Kremer, Managing Director, DLG International.

Mike Nissen, Commercial Director at Hannover Fairs, said "This year was the first step towards a big vision for what can be achieved for the agriculture industry. FutureAg Expo powered by AGRITECHNICA is here to address the big issues, challenges and opportunities faced by farmers now, that have the potential to impact business success in the years to come."

"We look forward to continuing to showcase innovations and amplify ideas in areas like tech integration and application, sustainability, labour shortage, policy changes and implications, and much more."

With more than 100 brands on display, visitors had the chance to explore a comprehensive display of innovative machinery, technologies and solutions aimed at enhancing agricultural practices and efficiency.

As organisers of Agritechnica, the largest exhibition in the world for agricultural machinery, the DLG jointly organised FutureAg Expo powered by AGRITECHNICA with topics and know-how for the technical program. Additionally, the DLG organized a market exploration trip that offered European companies and farm professionals the opportunity to investigate the Australian agricultural market.

"The FutureAg Expo powered by AGRITECHNICA in Australia and the associated DLG market exploration trip offered a deep insight into the Australian agricultural market. We are proud that DLG enabled us to participate in the premiere of a potentially future-orienting trade fair for this market. The event allowed us to make important contacts and deepen our understanding of the needs and trends of the Australian agricultural industry," said, Stefan Zellner, Business Development Manager, b-plus mobile control GmbH.

This tailored trip was part of the aims of the DLG, a non-profit organization, to further agricultural knowledge across borders.

Benefitting from DLG's successful farming-focused approach for Germany-based Agritechnica, the world's leading agricultural machinery exhibition, FutureAg Expo powered by AGRITECHNICA supported its visitors with professional knowledge through its extensive conference, interactive workshop, live demonstrations and networking program.

“With FutureAg Expo powered by AGRITECHNICA, DLG is bringing the successful Agritechnica model to Australia - a great opportunity for European companies in particular to tap into this huge agricultural market,” said Sascha Krause-Tünker, CFO, Next2Sun AG.

Both the free-to-attend Expert Stage and the sold out two-day paid conference played host to a lineup of renowned speakers and experts who shared valuable insights and expertise on key topics such as sustainable agriculture, energy, innovative machinery, supply chains, biosecurity, agritech, smart farms, and human connection, offering practical strategies and solutions for addressing current challenges and driving progress.

FutureAg Expo 2024 powered by AGRITECHNICA will return to Melbourne Showgrounds for a second year on 28-30 May 2025.

FutureAg Expo is the second spin-off of Agritechnica, after Agritechnica Asia, held in Thailand in even years and from 2025 in Vietnam in odd years, This expansion is part of the aims of the German Agricultural Society (DLG), a non-profit organization, to further agricultural knowledge across borders.

To keep up to date with updates and announcements for FutureAg Expo 2025 powered by AGRITECHNICA, visit www.futureagexpo.com.au

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 31,000 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. www.dlg.org

Media contact

Malene Conlong

M.Conlong@dlg.org