



Frankfurt, Germany
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DLG expands international presence: Agritechnica Australia launches in 2027

New pillar in the global Agritechnica network – Australia complements the world's leading trade fair for agricultural machinery in Hanover, Germany, and Agritechnica Asia – Premiere from 21 to 23 July 2027 in Melbourne, Australia

DLG is continuing to expand the international presence of its flagship brand Agritechnica. With Agritechnica Australia, a new platform for agricultural machinery, agtech and modern production systems for Australian broadacre farming will be launched in 2027. The premiere event will take place from 21 to 23 July 2027 at the Melbourne Convention and Exhibition Centre, Australia. The trade fair is organized jointly by the DLG (German Agricultural Society) and HFA (Hannover Fairs Australia).

With this new platform, DLG is expanding its international network into another major agricultural market. The strategy is to combine the global reach and technical expertise of Agritechnica with the specific requirements of regional markets. Alongside Agritechnica, the world's leading trade fair in Hanover, the Agritechnica Asia trade fair is already established as a platform for Southeast Asia. Australia now adds another important market to this international network.

“Agritechnica stands worldwide for innovation, agricultural machinery and industry exchange in agribusiness. With Agritechnica Australia, we are taking the next step in the development of our flagship brand by creating a platform in a technologically advanced agricultural market,” says Jens Kremer, Managing Director of DLG Markets GmbH.

“By combining international technology and expertise with the particular needs of the Australian market, we are creating new opportunities for business, knowledge exchange and cooperation,” he adds.

Australia as an important technology and agricultural market

Australia is one of the world's major agricultural markets and an important development and application market for modern agricultural machinery, automation, digitalisation and agtech. Large-scale production systems, high requirements for efficiency and productivity, and challenging climatic conditions make technological innovation a key factor in agricultural production.

Agritechnica Australia will be specifically tailored to the requirements of broadacre farming. The event will bring together international manufacturers and technology providers with Australian farmers, agribusiness professionals and industry organisations. At the same time, it will provide Australian companies with a platform to increase the international visibility of their innovations.

Strong network in the Australian agricultural sector

DLG and HFA (Hannover Fairs Australia) are developing the new event together with a broad network from agriculture, industry and associations. Current partners include GrainGrowers Australia, AusAgriTech, the Australian Fodder Industry Association (AFIA) and the National Farmers' Federation (NFF).

"We have built a strong network in Australia and are developing Agritechnica Australia in close alignment with market requirements. Our goal is to bring together Australian agriculture, international technology and practical expertise while at the same time giving Australian innovations greater international visibility," says Lola Rauch, Show Director Agritechnica Australia at DLG.

"Agritechnica Australia will launch a dedicated meeting place in Melbourne for farmers, technology providers, industry organizations and international partners, offering new opportunities for exchange, business and collaboration," says Tim Bostridge, Managing Director HFA (Hannover Fairs Australia).

Agritechnica as an international network

Agritechnica in Hanover, Germany, the world's leading trade fair for agricultural machinery, forms the global centre of this international network. From 14 to 20 November 2027, it will once again bring together leading manufacturers, technology providers and decision-makers from agriculture and agribusiness. Through regional platforms, DLG is extending this international network into strategically important agricultural markets. Agritechnica Asia is already established in Southeast Asia. With Agritechnica Australia, another key agricultural market will join the network in 2027.

Agritechnica Australia 2027

21-23 July 2027

Melbourne Convention and Exhibition Centre, Melbourne, Australia

Organiser:

DLG in cooperation with HFA (Hannover Fairs Australia)

www.agritechnica-australia.com

About the organisers

DLG (German Agricultural Society) stands for progress and sustainable productivity growth in agriculture and the food sector. Through its international network, specialist events, testing activities and technical expertise, DLG creates platforms for knowledge transfer, innovation and business exchange. DLG Markets organises the world's leading trade fairs Agritechnica for agricultural machinery and EuroTier for animal farming technology. Around 30 additional trade fairs and conferences in the fields of agriculture and the food sector complement the portfolio.

HFA (Hannover Fairs Australia) is part of Deutsche Messe's international trade fair network and has many years of experience in the development and organisation of trade fairs and conferences in Australia. HFA contributes extensive market knowledge and a broad network across business and industry to Agritechnica Australia.

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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.

www.dlg.org