



Agritechnica 2025: the meeting place for Italian farming professionals

Italy leads as top foreign exhibitor and among top ten visitor countries

23 halls – Seven-day targeted program – DLG technical spotlights – Guiding theme: “Touch Smart Efficiency” – Innovations guaranteed – Systems & Components – New: Digital Farm Center and International Dealer Platform

(DLG). Italy continues to play a prominent role at Agritechnica, both in exhibitor presence and visitor attendance. At the previous edition, over 350 Italian companies participated among more than 2,770 exhibitors. With more than 8,000 attendees, Italy ranked among the top five visitor countries outside Germany.

“The Italian agricultural sector has a strong international presence. Italian companies consistently bring forward creative innovations, while Italian farmers attend Agritechnica to further their knowledge of the latest equipment and solutions,” says Timo Zipf, project manager, Agritechnica.

Italian expertise is especially visible in the Systems & Components halls, where suppliers to farm equipment manufacturers showcase advanced technologies that power modern agricultural machinery.

Looking ahead to Agritechnica 2025, the event again promises to be an international platform for exhibitors and visitors from all over the world. A key feature is the new “7 Days – 7 Topics” concept, aligning each day with specific themes and visitor groups. This targeted approach enhances relevance and engagement for all participants.

Agritechnica launches “7 Days – 7 Topics” to tailor visitor experience

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.

"But efficiency is also hands-on. Visitors are invited to explore these systems and equipment up close, because experiencing the technology firsthand is what makes Agritechnica so special, from analyzing the cockpit display in a combine harvester to inspecting variable rate application maps on a digital farm management platform," adds Zipf.

The strong international presence at Agritechnica is evident in the high number of country pavilions, where companies from specific countries or regions exhibit under a shared geographical banner. Countries such as Argentina, Brazil, Canada, China, and France More are among those represented, showcasing their agricultural innovations. and pavilions.

Expert sessions provide context for technologies on display

Agritechnica provides a broad overview of innovation in agricultural machinery, covering both the equipment itself and the technologies that support its operation. Held in parallel, the Systems & Components trade fair focuses on the supporting technologies behind modern farm equipment. Exhibits span engines, electronics, drive systems, hydraulics, cabs, power lifts, and spare and wear parts, reflecting the close connection between machinery development and component innovation

Organized by DLG (German Agricultural Society), Agritechnica's technical program forms the knowledge backbone of the event, featuring more than 300 expert-led sessions. Many sessions

are hosted by exhibitors and are delivered in both presentation and interactive formats on broad spectrum of topics, from advanced research and emerging technologies such as sensor fusion and edge computing for autonomous machinery.

The Expert Stages serve as key venues for this extensive program, while the DLG Spotlights explore this year's key topics in depth—ranging from alternative drive technologies in the “Drive Experience”, to digital technologies in the new Digital Farm Center, sustainable soil management in the Soil Health spotlight, and hands-on technical training in Workshop Live.

Innovations guaranteed

The wide range of award schemes at Agritechnica highlights the innovations on display, from advanced components to futuristic concepts like drones that assess fruit ripeness. A central feature is the Agritechnica Innovation Awards, where gold and silver medals recognize practical solutions that will soon be available on the market for farmers.

The previous edition of Agritechnica welcomed over 470,000 visitors from 149 countries, underscoring its status as the world's leading trade fair for agricultural machinery. Attendees included a diverse mix of agricultural professionals—farmers, contractors, machinery rings, and dealers—with strong delegations from every continent, including North and South America, Africa, and Asia.

Visitors came not only to explore the latest in agricultural machinery and technology but also to network, exchange ideas, and gain inspiration from peers.

"Dirigo una cooperativa di oltre 2000 ettari a Bentivoglio a Bologna. La fiera Agritechnica è per me un luogo importante per identificare soluzioni per le sfide in azienda. Quindi vado ad Agritechnica a fare dei confronti per identificare i pezzi esatti di macchinari che possono risolvere un particolare problema o aumentare l'efficienza".

Eros Gualandi, Presidente de il Raccolto, Emilia-Romagna

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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. 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.

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