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Ticket Shop Opens for PotatoEurope 2026 and SugarBeet Expo 2026

Visitors can now secure their tickets for Europe's leading outdoor events for the potato and sugar beet sectors PotatoEurope 2026 returns to Germany – 9-10 September 2026 – Rittergut Gestorf, Springe near Hanover • Around 300 exhibitors expected – Ticket also valid for SugarBeet Expo – www.potatoeurope.de – www.sugarbeet-expo.de

The ticket shop for PotatoEurope 2026 and the new SugarBeet Expo 2026 is now open. Organized by the DLG (German Agricultural Society), the two events will take place in parallel on 9 and 10 September 2026. Trade visitors can purchase tickets, starting at €14, at: <https://www.messe-ticket.de/DLG-SHOP/PE26/Shop>

Both exhibitions, which attracts some 300 exhibitors, will take place on 9 and 10 September 2026 at the Rittergut Gestorf estate near Hanover, Germany. Bringing together professionals from across Europe, PotatoEurope and SugarBeet Expo will showcase innovations along the entire value chain, from breeding and crop production to harvesting, processing and digital technologies.

A single ticket provides access to both exhibitions on both event days, including the complete technical program.

Comprehensive technical programme with practical focus

PotatoEurope 2026 offers a unique combination of technical expertise, live demonstrations and professional networking opportunities. Key topics include soil health, crop protection, digitalisation, automation and robotics in modern potato production.

A major highlight of the event will be the live field machinery demonstrations, where visitors can experience the latest planting, harvesting and loading technologies under real operating conditions. Innovative crop protection equipment will also be showcased in practical demonstrations.

The event's trial fields and demonstration plots will present new potato varieties alongside practical comparisons of fertilisation and crop protection strategies, providing valuable insights for growers and advisors.

Within the DLG Spotlights program, experts will address current developments in agricultural logistics, including transport solutions, machinery concepts, logistics management, as well as economic and regulatory aspects of crop production.

The Digital Farming within the FarmRobotix area will focus on the latest advances in robotics, automation and artificial intelligence for arable farming, while the DLG Expert Stage will host presentations and discussions featuring leading specialists from farming, research and industry.

In addition, PotatoEurope will serve as a key networking platform for the international potato sector. Companies specializing in breeding, crop protection, agricultural machinery, digital technologies and processing will present their latest products, services and solutions for sustainable potato production.

One ticket, two events: SugarBeet Expo celebrates its premiere

Running alongside PotatoEurope, SugarBeet Expo 2026 will make its debut as a new DLG outdoor exhibition dedicated to professional sugar beet producers. The event will focus on practical solutions and the latest developments in machinery, digital technologies and sustainable crop production.

The close integration of both exhibitions will create valuable synergies for visitors seeking comprehensive information on innovations in root crop production.

The initiator of PotatoEurope 2026 is the Union of the German Potato Industry (UNIKA). The regional partner is Golden Geest-Kartoffeln Erzeugergesellschaft mbH, together with the State of Lower Saxony.

DLG's partner for the SugarBeet Expo is the Economic Association of the Sugar Industry (WVZ). The regional partner is Nordzucker AG, the exclusive partner is the State of Lower Saxony, and the technology partner is Case IH.

Photo: DLG

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About DLG

With more than 30,000 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