DLG • Eschborner Landstraße 122 • 60489 Frankfurt/Main Germany • press_agrar@dlg.org • **www.dlg.org**

Frankfurt, Germany
13 November, 2026

EuroTier strengthens its position as the world's leading trade fair for livestock farming, driven by innovation momentum

Around 118,000 visitors from 155 countries – High international attendance and strong presence of farm decision-makers – More than 2,100 exhibitors from 55 countries present innovative technologies and practical solutions – EnergyDecentral and Inhouse Farming – Feed & Food Show successfully complement the exhibition offering – Next EuroTier from 14 to 17 November 2028 in Hanover, Germany – www.eurotier.com

EuroTier 2026 has sent a strong signal for the future of international livestock production. From 10 to 13 November, around 118,000 visitors from 155 countries came to Hanover, Germany, to explore innovations, current developments, and future prospects in professional livestock farming. Despite challenging economic conditions in some areas, the industry proved to be innovation-driven and open to new technologies, more efficient production methods, and future-proof farm concepts. More than 2,100 exhibitors from 55 countries presented their solutions for cattle, pig, and poultry farming as well as other livestock species at the world's leading trade fair for animal farming and livestock management, organized by the DLG (German Agricultural Society). The high international attendance, strong presence of decision-makers, and keen interest in practical innovations reaffirm EuroTier's position as the world's leading business and knowledge platform for professional livestock farming. The next EuroTier will take place from 14 to 17 November 2028 in Hanover – once again featuring the World Poultry Show as the international meeting place for the poultry industry.

With around 118,000 trade visitors from 155 countries, EuroTier 2026 underscored its importance as the international meeting place for the livestock farming sector. Around 40 percent of visitors traveled from abroad. The largest numbers of international visitors came from the Netherlands, China, Austria, Italy, Turkey, Poland, Spain, France, Belgium and Switzerland. Numerous delegations from key agricultural markets, including India, Brazil, and Ukraine, used the world's leading trade fair for professional exchange and to initiate new business relationships.

A defining feature of the trade fair was the high caliber of visitors: 78 percent are involved in farm investment or procurement decisions, including 59 percent in management roles or with final decision-making authority. Many visitors came to Hanover with concrete information needs and investment plans. The on-site visitor survey also confirms the high standing of the trade fair: 93 percent rated the exhibition offering positively, 96 percent were satisfied with their visit, and 57 percent are already planning to attend the next edition of EuroTier. The innovation power of the trade fair is particularly valued, with 74 percent of visitors rating it as "good" or "very good."

“EuroTier 2026 has demonstrated the immense innovation power and forward-looking spirit within the international animal production sector. Despite economic and political challenges, farms are actively seeking solutions and fresh input to further develop their businesses. The high international attendance and strong presence of decision-makers underline the importance of EuroTier as the leading business and knowledge platform. This is where innovations are evaluated, investments are prepared, and new business contacts are forged,” concluded Ines Rathke, Show Director of EuroTier.

Exhibitors from 55 countries draw a positive initial conclusion

On the exhibitor side too, EuroTier 2026 underscored its international standing: 67 percent of the 2,108 exhibitors came from abroad. After Germany, the countries with the strongest representation were China, the Netherlands, France, Italy, Spain, Turkey, Belgium, Denmark and Poland. Across 19 official regional and country pavilions, companies from nations including the UK, South Korea, and the US state of Nebraska presented their offerings. According to preliminary results of the exhibitor survey at the trade fair, exhibitors particularly highlighted the international visitor profile (69 percent), the high caliber of technical discussions (78 percent), the strong interest in new technologies and investment solutions, and the willingness to buy (65 percent).

Innovation power and practical relevance define EuroTier

Under the guiding theme "Intelligence in animal farming", EuroTier 2026 presented innovative solutions for economically viable, efficient, and future-proof animal farming. The focus was on automation, robotics, and artificial intelligence, as well as animal health, animal welfare, and emission reduction. The sector's power of innovation was underscored by four Gold and 26 Silver medals in the Innovation Award EuroTier, alongside two Animal Welfare Awards. An extensive technical program featuring expert forums, live demonstrations, and networking events offered practical insights and professional exchange. Highlights included the Barn Robot Event and the new EuroTier Milky Way, which spotlighted innovations along the entire dairy value chain, from breeding and feeding to housing, milking technology, processing, and marketing. Further focal points included the TopTierTreff (English: “Top genetics”) as well as the

DLG Spotlights on Emission Reduction and Forage Production, which featured the inaugural Forage Days. In addition, the new Innovation Boulevard showcased a range of award-winning innovations.

The poultry sector showed a strong international presence. This year's high level of visitor interest underlines EuroTier's importance as a central platform that reflects the momentum of the international poultry industry and brings technological developments as well as new market and business prospects into focus. Growing interest from the MENA region also contributed to this, reflected in a 10 percent increase in visitors.

Professional exchange and international networking

With around 500 technical events and networking formats, EuroTier 2026 fostered knowledge transfer and international industry dialogue. Premiering at EuroTier, the new DLG-VetCon event offered large animal veterinarians a new platform for current topics in animal health and herd management. Further highlights included the International Poultry Conference & Event, and the International Cattle & Pig Event. The International Farmers Day, featuring the focus countries Ireland, Poland and the UK, as well as the Young Professionals Day opened up additional opportunities for professional exchange and international networking for industry professionals at all career stages.

Innovative concepts for energy supply and food systems

Held in parallel, the EnergyDecentral trade fair and the Inhouse Farming – Feed & Food Show complemented EuroTier with the topics of decentralized energy supply and innovative food systems. EnergyDecentral presented practical solutions covering biogas, photovoltaics, energy storage, and energy efficiency systems. The focus was on the economically viable use of renewable energies, the intelligent linking of energy generation and consumption, and new business models for farms, accompanied by networking formats for international cooperation. The Inhouse Farming – Feed & Food Show spotlighted innovative production systems, alternative protein sources such as algae, aquaculture, insect and fungi, as well as circular concepts for food and feed production. Together, the three trade fairs opened up new prospects for the agricultural and food sector.

Next EuroTier in Hanover in 2028

The next EuroTier will take place in Hanover, Germany, from 14 to 17 November 2028—once again featuring the World Poultry Show as the international meeting place for the poultry industry. Running in parallel, EnergyDecentral and the Inhouse Farming – Feed & Food Show will complement the exhibition offering. Together, the trade fair events provide an international

platform for innovations, practical solutions, and professional exchange covering animal farming, energy supply, and food systems.

Exhibitor voices: EuroTier, EnergyDecentral and Inhouse Farming Feed & Food Show

“EuroTier 2026 was a complete success for Big Dutchman. Over four days, at the second-largest stand at the fair, we welcomed visitors from more than 30 countries, from Latin America to Asia. This demonstrates the global importance of EuroTier and of our technical innovations for the pig sector. Major Australian customers, for example, are currently very interested in our animal welfare solutions.”
Steffen Bersch, CEO, Big Dutchman AG

“For GEA, EuroTier is the most important international industry platform for professional livestock farming. This is where we meet customers, dealers and partners from all over the world, give them hands-on experience of our latest innovations and technologies, and above all talk with them in person. This direct exchange is especially valuable to us. We learn first-hand about the challenges farms are facing, gain important input for our further development, and can discuss concrete solutions together. At the same time, EuroTier is the ideal stage for showcasing innovations live and building new contacts. It is precisely this combination of international reach, personal dialogue and innovation you can experience first-hand that makes the trade fair so valuable for GEA and our participation absolutely worthwhile.”
Ulrich Rassenhövel, Senior Director Country Manager, Division Farm

“At EuroTier 2026, we at KRONE took part under the slogan ‘Make more of your forage.’ While we usually exhibit mainly at Agritechnica, EuroTier surprised us very positively. We were able to hold in-depth technical discussions, and many visitors actively approached us with specific questions about our core areas of expertise. This confirms once again that EuroTier is the meeting place for innovative livestock farms.”
Markus Steinwendner, Head of Marketing and Communications, Maschinenfabrik Bernhard Krone GmbH KRONE

“EuroTier is an important opportunity for Agrisys to meet customers, dealers and industry partners from around the world. This year, we are presenting our vision of The Connected Farm, where feeding, performance monitoring and intelligent control work together to provide better insight into daily production. The conversations we have here are valuable because they connect our technological development with the practical needs of pig producers.”
Mikael Kirk, Founder, CEO & CTO, Agrisys A/S

“As a planner and builder of biogas and biomethane plants, we consider EnergyDecentral one of the most important trade fairs of this year. This is where we meet exactly the right audience: farmers and key players across the industry. We particularly value our long-standing, trust-based partnership with DLG, our dedicated contacts there, and the opportunity to help shape other major leading trade fairs together. This partnership is not only highly professional but also genuinely enjoyable.”
Benjamin Milbach, Head of Marketing, OEKOBIT GmbH

“For an international business like Cargill Animal Nutrition & Health, EuroTier is an important opportunity to connect with customers, partners, and industry leaders from around the world. It brings together the expertise, ideas, and innovation that help us push boundaries and take our industry to the next level. It's also an opportunity to share our knowledge and perspectives, strengthen relationships, and work alongside our partners to turn new ideas into practical solutions that address shared challenges, creating lasting value for our customers.“
Thaís Souza: Senior Director Global Marketing - Cargill Animal Nutrition & Health

“This year we exhibited at EuroTier for the first time, and we are truly impressed by the high level of interest in our turnkey solutions for soilless vegetable cultivation. EuroTier has once again shown us that we can make a real contribution to how farmers future-proof their operations and build new business pillars. We will build on this and are already looking forward to EuroTier 2028.”
Dr. Michael Müller, Pflanzentheke GmbH

“We develop biological treatment systems that upgrade cattle slurry and digestate from biogas plants into higher-value fertilizer, right on the farm where these residues are produced. Our hardware helps make nutrient cycles more efficient and gets farms ready for the future. EuroTier 2026 went extremely well for us: we talked with many visitors from research, many interested attendees and a large number of potential customers. The conversations were great, and the feedback was positive across the board.”
Tim Paulke, Co-Founder & CEO, NUNOS

“EuroTier is a valuable experience for us every time. On the one hand, it allows us to maintain existing contacts, but it is also a great opportunity to meet new customers and partners. We are particularly pleased to present an innovation at each trade fair and to take advantage of the special exhibition areas and marketing opportunities offered by Inhouse Farming.”
Katharina Unger, CEO, Livin Farms AgriFood GmbH

Media contact
Malene Conlong
+49 69 24788-237
m.conlong@dlg.org

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