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FutureAg 2025 wraps up as Australia's leading international hub for agricultural machinery

DLG strengthens role as international organiser and driving force behind agricultural innovation – Record international participation, strong national partnerships, and new innovation zones – FutureAg 2025 is Australia's leading platform for agricultural machinery and future farming – 6-8 August 2025 in Melbourne

The “FutureAg – powered by Agritechnica 2025”, organised by the German Agricultural Society (DLG) together with Hannover Fairs Australia, has been hailed a major success, cementing its position as Australia's leading international hub for agricultural machinery and future farming. Held over three days at Melbourne Showgrounds, 6–8 August, the event brought together 138 exhibitors from 11 countries, 70 expert speakers and more than 2,500 participants from across Australia and 26 nations. With live demonstrations, cutting-edge machinery, and two new innovation zones, FutureAg 2025 delivered a leading business platform of global innovation for Australia and the Asia-Pacific region. The next edition of “FutureAg – powered by Agritechnica” will take place from 29 to 31 July 2026 in Melbourne.

“We at DLG Markets GmbH are proud that FutureAg has developed into a platform where innovations are showcased, ideas are tested, and new partnerships are initiated. As organisers, our mission is to connect farmers with machinery, knowledge, and international perspectives. This exchange lays the foundation for innovation and practical solutions that will drive agriculture forward in Australia,” said Jens Kremer, Managing Director of DLG Markets GmbH, the company responsible for DLG's trade fair and conference business.

A key factor in the event's success was the strong collaboration between international and local partners.

“The close collaboration with our co-organiser Hannover Fairs Australia, as well as with our local partners, was a key factor in the success of this event. Together, we succeeded in bringing together a strong network of industry, research and practice, further establishing FutureAg as a central platform for agriculture in Australia,” said Lola Rauch, Project Manager for the trade fair in Australia.

DLG Strengthens International Networks and Partnerships in Australia

As the initiator and international organiser, DLG brought its agricultural and event expertise as well as its global Agritechnica network to Australia, ensuring the FutureAg trade fair is firmly embedded in the worldwide dialogue on agricultural machinery innovation. In partnership with Hannover Fairs Australia, the DLG's commitment was central to creating a strong platform for knowledge-sharing and market growth. Backed by this global reach, the FutureAg team strengthened ties with leading Australian organisations, including the [National Farmers Federation](#), [FarmSafe](#), [Victorian Farmers Federation](#), [SPAA](#), [Grain Producers Australia](#), [GRDC](#), [AusAgritech](#) and [Farmers2Founders](#) – reinforcing FutureAg's role as the international meeting place for Australian agriculture.

Technical Programme Featuring Live Demonstrations and a New Hosted Buyer Programme

For the first time, FutureAg introduced a Hosted Buyer Program, inviting key agri-leaders and progressive farmers from across Australia. This initiative, strongly driven by DLG's international agricultural event expertise, created exclusive networking opportunities and strengthened the connection between exhibitors, visitors, and speakers.

Highlights included live technology demonstrations, international showcases and the launch of two dedicated innovation zones – the AusAgritech Pavilion and Grain Automate Alley – both reflecting how local ingenuity and global collaboration are shaping the future of farming.

Five leading agricultural universities from Australia partnered in the event, underlining the importance of education and research for the sector's long-term success – a priority that aligns with DLG's mission to drive progress through knowledge-sharing.

By combining global innovation with local know-how, the FutureAg powered by Agritechnica has become a unique marketplace for ideas, business opportunities and international collaboration. With DLG's expertise as organiser and Agritechnica's global reputation, FutureAg is poised to build on its success to expand its impact as Australia's leading agricultural event.

The next FutureAg powered by Agritechnica will take place 29–31 July 2026 at Melbourne Showgrounds, Ascot Vale, Victoria, Australia. More information [FutureAg powered by Agritechnica](#)

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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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