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DLG Markets North America Names Gabriela Blessing Managing Director

New management from January 2027 – International management experience and in-depth knowledge of the North American agricultural market – Responsible for DLG's North American trade-fair portfolio

DLG Markets North America, the North American trade fair company of DLG (German Agricultural Society), has named Gabriela Blessing managing director, effective January, 2027. Blessing will lead the company's business in Elora, Ontario, Canada, including the Canadian Dairy XPO, the American Dairy XPO and the new Mexican Dairy XPO. She succeeds Ulrike Schmidt-Machinek, who will take on a new role within DLG.

Before joining DLG, Blessing spent nine years at Mercedes-Benz AG in strategic purchasing, project coordination and digital transformation, most recently on the staff of the Vice President Production Planning at Mercedes-Benz Cars. In 2025, she co-founded TripleShift, a German consultancy focused on organizational decision-making. A Canadian and Mexican citizen and native speaker of English, Spanish and German, Blessing brings firsthand experience of North American agriculture and business. Raised on her family's farm in northern Mexico, She gained her first professional experience in accounting, export logistics and the fruit industry before earning a bachelor's degree in international business and a master's degree in operations management in Germany.

“North America is an important growth region for DLG's international trade-fair business. Gabriela Blessing combines in-depth knowledge of North American agriculture with extensive international management and strategy experience,” said Matthias Dornscheidt, Director Global Corporate & Strategy, DLG Markets GmbH. “With her expertise, she will further strengthen DLG's market position in Canada, the U.S. and Mexico and drive the development of our trade-fair portfolio in the region,” he added.

Successful Expansion of Activities in North America

Ulrike Schmidt-Machinek, who has led DLG Markets North America since February 2025, will take on a new role within DLG. Under her leadership, the company added the American Dairy XPO and the Mexican Dairy XPO to its North American trade-fair portfolio. She also initiated the founding of DLG's Regional Expert Committee North America.

"Ulrike Schmidt-Machinek gave important momentum to the expansion of our activities in North America and played a key role in shaping the strategic development of our trade-fair business," said Matthias Dornscheidt, Director Global Corporate & Strategy, DLG Markets GmbH. "We thank her sincerely for her dedication and our successful collaboration, and we are pleased that she will continue to contribute her experience and expertise within DLG."

About DLG Markets North America

DLG Markets North America, headquartered in Elora, Ontario, organizes trade fairs and industry events for the agriculture sector, including the Canadian Dairy XPO, the American Dairy XPO and the Mexican Dairy XPO, which will launch in 2028. The company is a wholly owned subsidiary of DLG Markets GmbH, which runs DLG’s international trade-fair business.

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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.

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