



Top-class international technical program at EuroTier 2024

EuroTier 2024: November 12 to 15, 2024 in Hanover, Germany - 2,100 exhibitor registrations from 55 countries - Guiding theme: “We innovate animal farming” - Spotlights on key topics in the industry - DLG.Prototype.Club for digital solutions of the future - visit to trade fair made convenient with the new EuroTier app - www.eurotier.com

The high level of visitor and exhibitor interest in EuroTier 2024 continues. In mid-August, the world's leading trade fair for professional animal husbandry and livestock management recorded its 2,100th exhibitor registration. Taking place in Hanover, Germany, from 12 to 15 November 2024, the trade fair will be offering its visitors a comprehensive exhibitor and technical program on 220,000 m² of exhibition space. Companies and organizations from 55 countries will be presenting solutions for livestock farming and renewable energy for farms. Tickets can be purchased in the online store: www.eurotier.com/en/visit/tickets-opening-hours

With 2,100 exhibitors across 13 halls on around 220,000 m² of exhibition space and a top-class international technical program, EuroTier will once again be the highlight of the international livestock sector in November. Under this year's main theme of “We innovate animal farming”, exhibitors will showcase the innovative approaches and strategies that can be applied to increase efficiency, sustainability and animal welfare. The EnergyDecentral venue, a specialised trade fair for decentralised energy supply for will take place in parallel with EuroTier, presenting renewable energy solutions, like biogas and agrivoltaics.

DLG spotlights on focus topics in the industry

The DLG Spotlights address the current topics that move the industry. Visitors will have access to a comprehensive range of topics, from AI in poultry housing and no-docking in pigs to a dedicated area for agrifood start-ups.

- The DLG Spotlight “Pig farming without tail docking” aims to highlight solutions from the industry and discuss best practice examples from different countries. The aim of the DLG spotlight is to raise further awareness of the issue.
- The TopTierTreff (Hall 11) (English: Top genetics venue) is a must for national and international cattle breeders. Leading German and international breeding companies and organizations from the dairy and beef cattle sector will be presenting their breeding live animals. Professional farming visitors can inspect national and international sheep and goat breeds.
- The DLG Spotlight “AI in poultry farming” aims to highlight the practical possibilities that lie in the advancing developments of automation and digitalization in poultry farming. Illustrating best-practice examples, the Spotlight takes place on a dedicated area where start-ups and established companies will present their AI-based solutions for poultry farming, from in-ovo sex determination to animal welfare and health monitoring.
- Other highlights include the “Solar Transition” spotlight at EnergyDecentral 2024, which is taking place at the same time, and the “Inhouse Farming” spotlight with a focus on alternative proteins.
- The “agrifood start-ups” area presents innovative industry solutions from young companies and is a networking area for start-ups and investors.

Expert Stages: Covering topics for livestock species: cattle, pigs and poultry

Once again “Expert Stages”, each dedicated to a livestock species, will take place at EuroTier 2024. The 'Expert Stage Poultry' will focus on innovations and trends in poultry farming, breeding, animal health, feeding as well as sales and marketing. The “Pig Expert Stage” offers visitors a compact overview of the latest developments in breeding, feeding, husbandry and environmental solutions for animal housing. The two stages at the DLG stand, Hall 13, Stand E 58, features a variety of topics: The expert sessions on “Direct farm sales and on-farm slaughter” will cover topics such as mobile slaughter, legal framework conditions, sales and marketing strategies and economic aspects of direct farm sales. EuroTier will be devoting additional attention to horses this year. On each of the four days, two specialist presentations on the Expert Stage of the DLG stand in Hall 13 are dedicated to horse farms. Topics include the design of runs, weather protection, feed production, feeding and manure utilization. On Wednesday, November 13, the DLG and FN (Fédération Nationale, German Equestrian Federation) will jointly organize a “Horse Theme Day”.

Several sessions on selected cattle topics are on the program at the DLG stand and on the other stages. The two Expert Stages “Inhouse Farming” and “EnergyDecentral” complement the comprehensive range of presentations and discussions.

Digitalization and automation in agriculture: FarmRobotix and Barn Robot Event

In line with this year's main theme "We innovate animal farming", the innovation platform of the global livestock industry is dedicated to the advancing automation in livestock housing. With "FarmRobotix", the DLG has created a new platform for robotics, digitalization, automation and AI in agriculture. The aim is to provide a forum for know-how transfer and networking. At EuroTier 2024, FarmRobotix consist of a combination of exhibition and technical program as well as live demonstrations.

The "Barn Robot Event" is dedicated to the topic of automatic feed pushing in dairy barns. Robots will be in practical use at a dedicated area in Hall 13. During the live demonstrations, visitors will experience first-hand how automatic feed pushers can support dairy farmers in their work. Demonstrations with commentary will run twice a day, in German in the morning and in English in the afternoon.

Agrifood start-ups - Shape the future of agriculture

At this year's EuroTier, 28 start-ups will be presenting innovations as part of the agrifood start-up program. The main stand of the start-up area is located in Hall 24, with a satellite stand in Hall 17 focusing on poultry production. Hailing from 12 different countries, the startups consist of early stage start-ups with new prototypes to late stage start-ups that are currently expanding their market presence with established products. In addition, the registered start-ups cover the entire spectrum of livestock technologies and services, from genetics to software for monitoring animal welfare using sensors and artificial intelligence (AI), and from aquaculture and vertical farming to decentralized energy systems.

On Thursday, November 14, the start-ups will be able to present and pitch and an event at the Inhouse Farming Expert Stage. Visitors can also look forward to a panel discussion and a keynote speech on the animal agricultural technology and innovation ecosystem as well as an exciting networking event as part of the Start-up Showcase event.

Wide range of congresses and conferences

EuroTier 2024 will bring together livestock farmers, the agribusiness and experts for networking and professional exchange. Together with the DLG's partner organizations, EuroTier 2024 will once again offer various conferences and evening events:

- International Cattle & Pig Event on November 11, 2024
- International Poultry Conference on November 11, 2024
- Inhouse Farming Event on November 11, 2024
- Animal Health Event on November 14, 2024
- International Conference Ukraine / Moldova on November 13, 2024

At the International Cattle & Pig Event, which will take place on November 11, 2024, from 6:00 pm in the Convention Center, Room 2, Dr. Jim Pillen, the current Governor of Nebraska and founder and owner of Pillen Family Farms, Inc. (USA), will be one of the keynote speakers. Available in the ticket store from September, the tickets can be purchased for 49 euros.

EuroTier app: always up to date

The new EuroTier app is the must-have for all visitors to EuroTier 2024 and is the perfect complement to a visit to the trade fair. The app enables exhibitor and product searches and delivers additional background information as well as a site plan and an up-to-date calendar of events. With the help of the match-making tool, visitors can efficiently identify exhibitors that match their interests as well as network with contacts and other users, write messages and make appointments. The admission ticket to EuroTier can be conveniently uploaded in the app and accessed at any time. The EuroTier app can be downloaded for free:

www.eurotier.com/en/visit/eurotier-app

Award-winning innovations - inspiring people

As part of EuroTier, the DLG will be presenting three leading international awards for innovative animal husbandry technology: The "Innovation Award EuroTier" recognizes innovations ready for practical farm use and underlines the importance of modern technical solutions for livestock farming. The "Animal Welfare Award", a distinction of the EuroTier Innovation Awards, recognizes products and services that meet the requirements for higher animal welfare standards and improved animal health to a particularly high degree. Pioneering work and concepts for sustainable animal husbandry and decentralized energy production are honored with the "DLG-Agrifuture Concept Winner Award", evaluated by an international jury. The international "Women in Ag Award" honors inspiring women from agriculture, agribusiness, education, technology and research. The best channels from YouTube, TikTok, Facebook and Instagram will receive the "DLG Agri Influencer Award".

Optimal complement: EnergyDecentral and Inhouse Farming

The EnergyDecentral trade fair and the Inhouse Farming - Feed & Food Show both take place in parallel with EuroTier. Covering the entire value chain of sustainable energy production, including resources, energy production and smart energy, EnergyDecentral has already established itself as the leading platform for decentralized energy supply. The new Inhouse Farming - Feed & Food Show will be the global B2B venue for agricultural and food systems of the future. Closely networked with agricultural practice, the Inhouse Farming - Feed & Food Show offers specialist information, perspectives, innovations and business - from feed to food. Both offerings represent an optimal extension of the specialist range of topics at EuroTier.

Aktuelle Informationen zur EuroTier 2024:

www.eurotier.com

www.facebook.com/eurotier

[www.instagram.com/eurotier tradefair](https://www.instagram.com/eurotier_tradefair)

www.linkedin.com/groups/2414416

www.twitter.com/eurotier

www.youtube.com/eurotier

Media contact

Malene Conlong

+49 69 24788-213

m.conlong@dlg.org

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. Through its subsidiary, DLG International, DLG operates has subsidiaries in nine 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