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DLG Markets expands its leadership team and strengthens strategic development

DLG Markets strengthens leadership team – Appointments: Matthias Dornscheidt as Director Global Corporate & Strategy and Birgit Horn as Head of Portfolio Exhibitions Crop Production – New appointments reinforce DLG Markets' position in the global trade fair and conference business

DLG Markets GmbH is strengthening its leadership team with two highly experienced industry experts. Matthias Dornscheidt takes on the role of Director Global Corporate & Strategy, responsible for defining and driving the strategic direction and further development of the DLG Markets corporate group in Germany and abroad. Birgit Horn joins as Head of Portfolio Exhibitions Crop Production, where she will expand and future-proof the international crop production exhibition portfolio. With these appointments, DLG Markets underlines its position as a strong global partner for companies and organizations in the agricultural and food sectors, as well as its expertise in designing and delivering leading international trade fairs and conferences. DLG Markets GmbH is a subsidiary of DLG Holding GmbH, which oversees the commercial operations of the DLG (German Agricultural Society).

Strengthening the leadership team with Matthias Dornscheidt and Birgit Horn brings two seasoned and accomplished professionals on board who will play a central role in shaping the strategic and international development of the company. Headquartered in Frankfurt am Main, DLG Markets operates with eight subsidiaries worldwide and organizes leading global trade fairs such as Agritechnica and EuroTier, along with more than 25 additional international exhibitions and conferences in the agrifood sector. Each year, DLG Markets reaches more than 600,000 international professional visitors, making it one of the foremost global platform providers for the agricultural and food industries. This expansion of the leadership team underscores the company's ambition to further strengthen its global market position and to drive sustainable and innovative development across its international exhibition and conference activities.

“The international trade fair and agrifood markets are currently undergoing profound transformation, shaped by consolidation, new competitors and rapidly changing customer expectations. Especially now, strategic clarity, international networking and cross-divisional collaboration are crucial,” emphasize the Managing Directors of DLG Markets GmbH, Jens Kremer and Tobias Eichberg.

“With the newly created positions, we are responding decisively to these global developments. We are sharpening our portfolio, increasing our strategic steering and scaling capacity, and creating the structural conditions needed to drive our international growth in a targeted and sustainable manner. This ensures the continued development of DLG Markets as a strong, globally connected platform for the agricultural and food sectors,” they added.

Matthias Dornscheidt brings extensive experience in the international trade fair industry. A lawyer by training, he most recently served as Vice President Global Fairs, Events & Special Logistics at Schenker AG, now DSV, in Essen, Germany. Before that, he held several management positions at DB Schenker both in Germany and abroad. In his last position, he had overall responsibility for the trade fair and event business in the Asia Pacific, Middle East Africa and Americas regions and was responsible for global business development in this area. As Director Global Corporate & Strategy, he assumes overall strategic responsibility for the further development of the DLG Group in Germany and internationally. At DLG Markets, he oversees the subsidiaries with overall commercial responsibility and leads international business development. His remit includes defining long-term strategic direction, identifying growth opportunities in dynamic global markets, and further developing DLG Markets as a leading global platform provider. In this role, he reports directly to the management board.

With **Birgit Horn**, DLG Markets gains a recognized expert in international trade fairs and events. She holds a degree in Business Administration (Tourism) and most recently served as Managing Director AgriFood Worldwide at Jaarbeurs B.V. in Utrecht, the Netherlands, and the Business Unit International, VNU Europe. In that role, she held overall responsibility for the international event portfolio in the agricultural and food sectors. Prior to that, she spent several years at Messe Düsseldorf as Project Director and Global Head, where she was responsible for two leading global exhibitions and their international satellite events. As Head of Portfolio Exhibitions Crop Production, Birgit Horn will carry overall responsibility for key brands including Agritechnica, the DLG Feldtage exhibitions, and the events PotatoEurope and SugarBeet Expo. A central focus of her role will be the strategic advancement and targeted expansion of the crop production and agricultural machinery exhibition portfolio within DLG Markets. She will steer the long term direction of the entire “Plant Production” portfolio and make a significant contribution to market development and international growth.

DLG Markets: A Global Leader in Organizing Trade Fairs and Conferences

DLG Markets is a global partner for companies and organizations in the agricultural and food sectors and a leading organizer of trade fairs and conferences worldwide. Its strengths lie in an extensive international network, innovative industry solutions and in depth expertise in the agrifood sector. DLG Markets provides platforms for sustainable business development and international networking. Together with regional partners, the company develops and delivers tailored event formats and projects that align with specific market needs. DLG Markets GmbH is a subsidiary of DLG Holding GmbH, which oversees the commercial operations of the DLG (German Agricultural Society). More information: <https://www.dlg-markets.com/>

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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 **eight** 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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