



Agritechnica 2027: Connecting Agricultural Intelligence

World's leading trade fair for agricultural machinery announces theme for 2027 edition – event to take place 14-20 November in Hanover, Germany – Visitor concept to include Agribusiness Days and day-specific ticketing – Systems & Components is meeting place for the supplier industry – exhibitor registration opens 16 November 2026 agritechnica.com

Connecting Agricultural Intelligence is the guiding theme of Agritechnica 2027, which will take place from 14 to 20 November at the Hanover exhibition grounds in Germany. As organizer of the world's leading trade fair for agricultural machinery, DLG (German Agricultural Society) is placing a strong focus on the intelligent networking of people, machines, data and systems. With an enhanced visitor concept, an international technical programme and a broad exhibition portfolio, including Systems & Components, the B2B marketplace for the supplier industry, Agritechnica 2027 will serve as the central platform for innovation, knowledge transfer and international exchange across the entire agricultural machinery value chain.

Under the new guiding theme, Connecting Agricultural Intelligence, Agritechnica 2027 will bring together the international agricultural machinery industry from 14 to 20 November at the exhibition grounds in Hanover, Germany. As the world's leading trade fair for agricultural machinery and a leading international business marketplace, it will showcase the full spectrum of modern technologies and solutions for arable and crop production, ranging from machinery and components to automation and robotics, as well as digital applications, artificial intelligence and intelligently connected agricultural systems. A broad international exhibitor base, innovative formats and a comprehensive technical program will also make Agritechnica a central forum for addressing the future challenges of agriculture and agricultural machinery. Once again, Systems & Components, the international B2B marketplace for suppliers to the agricultural machinery and the entire off-highway sector, will be an integral part of the event. The international reach of Agritechnica was demonstrated by the 2025 edition: 2,819 exhibitors from 49 countries and around 477,000 professional visitors from 171 countries made Hanover the global meeting place for the agricultural machinery industry.

Guiding theme: Connecting Agricultural Intelligence

Agritechnica 2027 is being held under the guiding theme “Connecting Agricultural Intelligence.” The theme reflects one of the key developments in global agriculture: the intelligent networking of technology, knowledge and people across the entire agricultural value chain. From field sensors and AI-based analysis of image and machine data to machine-to-machine communication, autonomous field systems and cloud-based farm management platforms, data is being generated everywhere. Its true potential is unlocked through connectivity. Agritechnica 2027 will demonstrate how this interconnectedness is being translated into practical solutions for agriculture, enabling production systems to become more productive, more efficient and more sustainable.

Visitor concept: Enhanced planning certainty, quality and trade fair experience

With its new visitor concept, Agritechnica 2027 creates the conditions for a targeted, well-planned and high-quality trade fair experience. Optimized visitor flow management throughout the 7-day exhibition week will enhance visitor experience, improve orientation and provide ideal conditions for technical discussions, business networking and investment decisions.

A particular focus will be on the Agribusiness Days on 14 and 15 November. Both days will create a concentrated business atmosphere and provide exhibitors and professional visitors with more time and space for in-depth discussions, networking and concrete business opportunities.

Defined ticket allocations will apply on all exhibition days. Visitors will be required to select their day of attendance when purchasing tickets. A transparent ticket availability indicator will provide early information about availability on individual days and make it easy for visitors to plan their visit. DLG recommends obtaining information on tickets and availability at an early stage. The ticket shop will open on 1 May 2027, initially with attractive early-bird offers for the Agribusiness Days.

Focus countries: Brazil and France

Agritechnica 2027 will continue to offer a strong international approach to visitor engagement. While all relevant target markets worldwide remain in focus, special emphasis will be placed on France and Brazil in the 2027 edition. For both focus countries, targeted measures are planned, including travel packages, enhanced visibility, and dedicated networking, business and event formats. These initiatives are tailored to the specific market conditions and innovation needs of

each country and are designed to promote professional exchange and create new international business opportunities.

A further focus will be the Young Professionals Day on Friday, 19 November, offering a range of activities centred on young talent, vocational training, careers and professional opportunities in the agricultural sector.

Technical program focusing on future technologies and global farming systems

The technical program of the world's leading trade fair for agricultural machinery will address key future topics in agricultural engineering and provide professional visitors with guidance on technologies, applications and international developments.

The Digital Farm Center will showcase solutions related to digitalization, automation, robotics and artificial intelligence, demonstrating how these technologies can be applied in practical farming operations.

The DLG Spotlight "Global Farming Systems" will focus on different production systems and challenges across the world's agricultural regions. International experience, technological solutions and best practices will illustrate which approaches work under different climatic, economic and operational conditions and what insights can be applied to visitors' own farming businesses and operations.

Systems & Components: Meeting place for the international supplier industry

As a specialized B2B marketplace for the international supplier industry, the Systems & Components area will once again be a key part of Agritechnica in 2027. The focus will be on technologies and components for agricultural machinery and mobile machinery, ranging from drivetrains and hydraulics to electronics and sensor technology, as well as software, automation and intelligently connected systems. The offering from around 900 exhibitors from the supplier industry is aimed in particular at OEM developers, design engineers, decision-makers, procurement managers and the research community.

Specialist formats such as the dedicated Expert Stage for Systems & Components will address current technologies, trends and engineering topics while promoting dialogue and exchange between OEMs and suppliers.

Further information is available at www.agritechnica.com.

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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.

www.dlg.org