



Frankfurt am Main, Germany

18 November 2024

Agritechnica 2025: Exhibitor registrations now open

9 to 15 November 2025 in Hanover, Germany – Main theme “Touch Smart Efficiency” – Systems & Components: Meeting place for the supplier industry – Exhibitor registrations open on 18 November – New: Theme days for visitors – Registration for special areas – agritechnica.com

Agritechnica 2025, which takes place from 9 to 15 November at the Hanover exhibition grounds in Germany, will be held under the guiding theme “Touch Smart Efficiency”. Agritechnica is organized by the DLG (German Agricultural Society). One key focus area among many highlights will be on the direct access to innovative, networked agricultural systems that employ digital technologies to increase efficiency, sustainability and productivity. With its new themed day concept – “7 days - 7 themes”, Agritechnica will be tailoring its offering to particular target groups. The Agritechnica exhibitor portal 2025 today goes live and is now open for registrations.

Agritechnica is the world's leading trade fair for agricultural machinery. All globally operating farm equipment companies are represented at the largest meeting place and leading business gathering for agricultural decision-makers. From crop protection sprayers to drones, from tractors to autonomous implement systems, from combine harvesters to digital assistance systems, the participants at Agritechnica offer a forum for the future issues of crop production.

2,776 international exhibitors from 52 countries took part at the last edition of Agritechnica. Setting a new record with more than 473,000 trade visitors from 149 countries, the last event attracted agricultural professionals, including contractors and machinery rings from all over the world. International machinery dealers equally appreciated the trade fair as an important meeting place for both business and professional exchange. Some 90 percent of visitors rated their visit positively.

Meeting the needs of the sector, this year's Agritechnica 2025 theme ‘Touch Smart Efficiency’ offers its tech-savvy visitors direct access to innovative, networked agricultural systems that use digital technologies to maintain productivity as well as increase efficiency and sustainability in a way that is practical, interactive and hands-on.

Exhibitor registrations are now open. All important information on registration can be found at:

<https://www.agritechnica.com/en/exhibit>

Special areas - registration for exhibitors has started

When registering for Agritechnica 2025, exhibitors can register to exhibit in a range of areas.

- **Digital Farm Centre**

The new “Digital Farm Center - presented by FarmRobotix” is the competence center at Agritechnica for robotics, automation, AI, drones as well as precision and smart farming. Collected in one place within the exhibition grounds and organized according to core agricultural areas like tillage, harvesting and further groups, the latest technologies can be inspected up close. An “Expert Stage” is located at the center, where presentations on all aspects of digitalization will take place.

- **Start-ups**

Start-ups will once again present their innovative solutions and pioneering technologies for agriculture at Agritechnica. The companies will offer fresh ideas and new approaches to tackle current challenges in the industry while driving forward digitalization and sustainability.

- **Dealer centre**

The Dealer Centre at Agritechnica is an exclusive area for agricultural machinery dealers, offering the ideal setting for discussions, networking and potential business ventures. Serving as a central meeting place for cultivating existing contacts and expanding partnerships, Dealer Centre is also an opportunity to explore the latest developments in agricultural machinery.

- **Science Campus**

The Campus at Agritechnica is a platform for research, teaching and science, where universities, institutes and educational establishments present their current projects and research findings. The new feature offers students, specialists and interested parties the opportunity to identify career openings, training programs and the latest scientific developments in agriculture,

When registering, exhibitors may take part in further features:

- **Drive Experience**

The “Drive Experience” at Agritechnica offers visitors the opportunity to experience agricultural technology for themselves: alternative drive systems outside of fossil diesel. Visitors can familiarise themselves with innovative technology under real conditions and assess its performance directly on site.

- **Workshop Live**

The “Workshop Live” feature at Agritechnica shows visitors live how maintenance, repair and optimization of agricultural machinery are carried out today. In the commented demonstrations, experts provide insights into modern workshop practice and innovative solutions for the maintenance of agricultural equipment.

- **Dealer Lunch**

The “Dealer Lunch” at Agritechnica offers machinery dealers an exclusive opportunity to network and exchange ideas in an informal and relaxed atmosphere. While making valuable contacts, and strengthening business relationships, attendees can explore current industry trends.

Agritechnica with theme days – “7 days – 7 themes”

Agritechnica's new theme days are aimed at specific visitor groups reflected in the new slogan “7 days - 7 themes”. Each day is devoted to focus areas to help ensure that trade fair visitors from all over the world find the topics, exhibition offerings and contacts that are relevant to them. The aim is to promote targeted exchange between visitors and exhibitors and enable even more efficient planning of the trade fair visit.

Information: <https://www.agritechnica.com/en/exhibit/theme-days>

The perfect complement: Systems & Components

Systems & Components - the B2B marketplace for the international supplier industry of agricultural machinery and the off-highway sector - takes place in parallel with Agritechnica 2025. Under the guiding theme of ‘Touch Smart Efficiency’, engineers, developers, researchers, procurement managers, dealers, spare parts managers, OEMs and associations gather at Systems & Components to explore the latest developments and innovations in the field of components for agricultural machinery and related sectors. “Environment and Safety”, “Innovative Drive Technologies”, “Networking and Automation” and “Digital Services” are topics that will feature at the event.

Information: <https://systemsandcomponents.com/en/>

Updates on Agritechnica 2025:

www.agritechnica.com

www.facebook.com/agritechnica

www.twitter.com/agritechnica

www.instagram.com/agritechnica

www.youtube.com/agritechnica

www.linkedin.com/groups/3348135/

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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. 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