

Agritechnica 2015: Strong international participation

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Manufacturers see global appeal of Agritechnica

Agritechnica 2015, which takes place from 10 to 14 November (with preview days on 8 and 9 November) is only nine months away and the deadline for booking exhibition stands has now past.

With over 2800 exhibitors expected, stands are now allocated and a strong international trend has emerged, with more than half of exhibitors hailing from outside Germany. Exhibitor participation from China in particular is strong. So far a record 20 countries have signed up for a national pavilion including India, Ukraine and the US. Full exhibitor numbers will be announced later in the year.

Taking place at the world's largest exhibition ground located in Hannover, Germany, this year's show is aptly titled: 'People, Technology, Innovation – the Future of Agricultural Technology.'

Agritechnica 2015 will not only focus on the newest technology but also on the management, services and smart farming methods that are becoming so crucial throughout the industry.

"We've had a really positive response from exhibitors that have signed up for stands. International exhibitors have registered particularly early this year, indicating that Agritechnica is a key venue for their businesses," says Freya von Czettritz, project manager, Agritechnica

Agritechnica is not only the largest agricultural machinery show in the world, but also the most international and comprehensive. It is organised by the DLG – the German Agricultural Society – a non-profit company dedicated to furthering agricultural knowledge across borders.

"Many exhibitors appreciate the fact that the DLG is both an international and agricultural organisation because this ensures the right focus is placed on the most relevant topics. Our technical programme particularly reflects a practical understanding of the farming issues today," adds von Czettritz.

Driver for innovation in agriculture

Agritechnica is a key event for agricultural machinery manufacturers to present new products to the agricultural industry and many aim to debut key new products at the event and use it as a launch platform.

At the last event, nearly 400 innovations were submitted to the DLG by exhibitors ahead of the renowned medal allocation.

This year, the trend suggests a growing use of electronics, offering farmers new opportunities for increasing efficiency. Indeed experts at the last Agritechnica estimated that some 70 percent of agricultural machinery innovations are now based on electronics.

In short, Agritechnica is a key driver for innovations for the agricultural sector, and a venue where large numbers of future solutions are presented.

International technical programme encourages participation

This year's technical programme has been carefully put together to reflect the current information needs of the industry and includes an array of events, which include:

170 DLG forum events presented daily by representatives from fields of science and research, consultancy, industry and practical farming

30 conferences and expert events, including Ag Machinery International – a convention that focuses on accessing emerging markets

Young Farmers Day – The DLG invites young farmers to take part in an international exchange of experience, as well as the legendary Young Farmers Party in the evening

Agricareer - DLG's new service provides a career platform at Agritechnica, encouraging all target groups to pursue training and education, whether apprenticeship, university, start in industry or career change

Workshop LIVE - young mechanics from the field of agricultural machinery and plant demonstrate their trade in live presentations

International Service and Dealer Centre - an international market forum offering contacts for establishing and expanding business relations

Information Centre for Used Machinery Trade – an opportunity to look at attractive offers and services covering all aspects of used machinery

Systems and Components

Following the success of the Systems and Components Exhibition, first introduced in 2013, this important industry sector will again be catered for with its own distinct area for system, module, component and parts suppliers.

This exhibition sector includes chassis, cabs, vehicle electronics, drive systems, transmissions, engines, hydraulics, brakes and steering as well as tyres and wheels.

Systems and Components will also provide a platform for research and development initiatives, as well as business promotion, making Agritechnica an important event for suppliers as well as customers.

Agritechnica organisers know agriculture

The German Agricultural Industry (DLG) has over 25,000 international members, all of which have a vested interest in a successful agricultural industry. The society is involved in over 40 exhibitions, many with partners, in a range of countries each year.

Established in 1885, around the same time as the first tractor was launched, the DLG has an agricultural Competence Centre dedicated to furthering specialist agricultural knowledge. It is the centre that enables the DLG to provide key input to the international technical program, which includes multiple conferences and 170 highly specialised forums.

In addition, the DLG's renowned test centre for technology and farm inputs is the largest in Europe and plays a key role at Agritechnica with its knowledge of current legislation and testing requirements.

The DLG also has an extensive network of young farmers throughout Europe and beyond, making the event a fantastic opportunity for international young farmers to meet and share knowledge. The average age of a

visitor to the event is around 37.5 years, indicating the large cross section of the industry.

With offices in agriculturally important countries such as China, Italy, Netherlands, Poland, Romania and Turkey, the DLG is able to ensure Agritechnica has international reach and that it addresses timely, regional topics.

International appeal

The vastness of the show and its international dimension are reflected in the 2013 exhibition's record attendance of 450,000 visitors, of which 170,000 were from outside Germany. Nearly 2900 exhibitors from 47 countries attended the 2013 event – and of these 1500 were international.

The proportion of international exhibitors has grown steadily over the last ten years from 33 percent to 52 percent, and this has also been reflected in the number of international visitors.

Switzerland, the Netherlands, Austria, France, Ireland, Denmark and the United Kingdom all made up a high proportion, however attendance also increased from North, Central and South America, as well as Oceania.

Last Agritechnica saw a record number of 17 country pavilions, home to export promotion organisations or agricultural machinery producer associations.

Complete exhibition program with two new halls

Agritechnica is an event that people come to see the newest machinery and technology. Modern, ground-level halls with a staggering floor space of around 42ha house the most farm machinery visitors will ever see in one place.

These include:

- Tractors, transport vehicles and conveying equipment
- Machinery and equipment for
 - tillage, sowing and drilling, fertilizing and irrigation
 - harvesting forage crops, grain, root crops and maize/corn

- harvest processing and conditioning
- Plant protection and plant care
- Machinery and equipment for fruit and vegetable growing

and other special crops

- Farm inputs (biotechnology/seed, fertilizer, plant protection

agents, fuels and lubricants)

- Components, drive technology, spare parts and accessories
- Electronics, agricultural software and Precision Farming
- Machinery and equipment for forest management, municipal applications and landscape care
- Renewable energies, energy plant production and renewable
- Industrial raw materials
- Services for marketing used machinery and equipment
- Management, information, science and research

Source: DLG