

Supplier industry makes strong showing at Agritechnica 2015

21 December 2015 by DLG

Systems & Components scores on cross-industry approach and future-oriented programme

A new concept, a new arrangement and new ideas – the strategy further refined by DLG who hosted the Systems & Components fair within Agritechnica set a new benchmark this year. Held under the auspices of Agritechnica, the world's leading trade fair for agricultural machinery, the Systems & Components shows once again emerged as a powerful innovation driver and solution provider. Placed at the heart of the fair in Halls 15, 16 and 17 – an arrangement which was appreciated by exhibitors and visitors alike – the suppliers' industry platform presented a wide range of innovations, trends and visionary developments of engines, hydraulic systems, axles and drive technology as well as cabs, electronic systems, and parts plus software and tyres for mobile machinery. Systems & Components benefitted from the high recognition and esteem which Agritechnica enjoys in the international community (1,627 non-German exhibitors from a total 2,907 exhibitors in attendance and 450,000 visitors, 98,000 of whom came from 115 countries) and was once again able to raise its profile.

Farm machinery as a technology leader

In his keynote speech, DLG President Carl-Albrecht Bartmer described the present situation of the agricultural industry as follows: "The resourcefulness of our farmers is challenged every day. In fact, they need tools that help them make sound decisions and which automate specific processes. And this what technology is indeed offering today: sensor-based data collection, GPS positioning and the use of electronic control systems for unprecedented precision farming have all become a reality. All these field-ready solutions are on show here at Agritechnica."

After all, the agricultural machinery industry has long since developed into a technology leader, with even such innovative industries as the automobile and aerospace industries using standards that were initially developed by the agricultural industry. This spurs the motivation of DLG to promote and foster the cross-industry dialogue between trade visitors and Systems & Components exhibitors. Hence, the show offers a comprehensive update on the state of the art of agricultural technology to visitors from related industries such as construction, mining, road construction and earth moving, but also to the stakeholders in the farming

industry.

Sharing experience across industries

Hi-tech that was considered to be a pipe dream only a few years ago is on the point of becoming a reality today. Digital networks and technology seem to offer promising solutions for the challenges agriculture and farm machinery are facing, asserts Professor Ludger Frerichs, Head of the Institute for Mobile Machines and Utility Vehicles at Braunschweig University of Applied Sciences. Professor Frerichs sums up the insights he has gained at the show: "Mobile machines will be equipped with intelligent systems that communicate and manage processes automatically. The focus is on boosting productivity and efficiency, the careful use of resources and on such requirements as unmanned machine operation as applied in intra-logistics. To automate complex jobs carried out by mobile machines, it is necessary to automate driving and machine functions. This in turn requires research into and development of the requisite technology. Cross-industry dialogues, as promoted by Systems & Components, encourage the interaction between the scientific community, R&D developers and customers."

An educational programme aimed at finding hands-on solutions

Systems & Components also hosted a comprehensive educational programme centred on the keynote theme of 'Future Farming' which rested on four pillars: efficiency, reliability, ergonomics/safety and resources/environmental protection. All activities within the educational programme revolved around the keynote theme and those four subject fields, comprising Technology Talks on a wide range of topics, guided Pathways and a 'Special Show' featuring 3D printing – a technology of the future which met with great interest from the farming industry.

A dialogue across disciplines

Dr Andreas Herrmann, agricultural expert of VDI (the German Association of Engineers) commented on the cross-industry concept of the suppliers' platform: "Farm machinery is technology at its most sophisticated. Farm machines and their components have developed into very complex units. Synchronizing and networking these mechanical, hydraulic and electronic assemblies in an optimum way is fundamental to dependable operation. This holistic approach requires input from all industries. 'Future Farming' is an important pointer to the way ahead for agriculture, and Systems & Components is the ideal platform."

Success continued

Systems & Components project manager Dr Raffaele Talarico confirms the great success of the suppliers' platform: "Arranging exhibitor stands by product type proved to be beneficial for visitors, for example purchasers, who easily found all relevant persons to talk to right in the centre of the show. We perceive strong growth in the mobile application supplier market in various industries.

Source: DLG