



**EuroTier**<sup>DLG</sup>  
First in animal farming.  
**digital**

**e**nergy  
**decentral**<sup>DLG</sup>  
POWERING NEW IDEAS  
**digital**



# Review

9 to 12 February 2021

MADE BY





Over **1,200** exhibitors  
(of which **61%** international)



Over **41,000**  
participants over  
four event days (of which  
**45%** international)



Over **300**  
events in the  
technical programme



Around **255,000**  
digital interactions  
(i.e. 1:1 audio/video calls, 1:1 chats,  
expo showroom visits,  
user networking, etc.)



**45%**  
self-employed farmers  
and managing directors



**83,000** visits to  
the technical programme  
over four event days



Participants from  
**128** countries worldwide



Top quality:  
**76%**  
decision-makers



Over **780,000**  
page impressions



Very high investment intention on the part of participants: **2.8 billion** euros

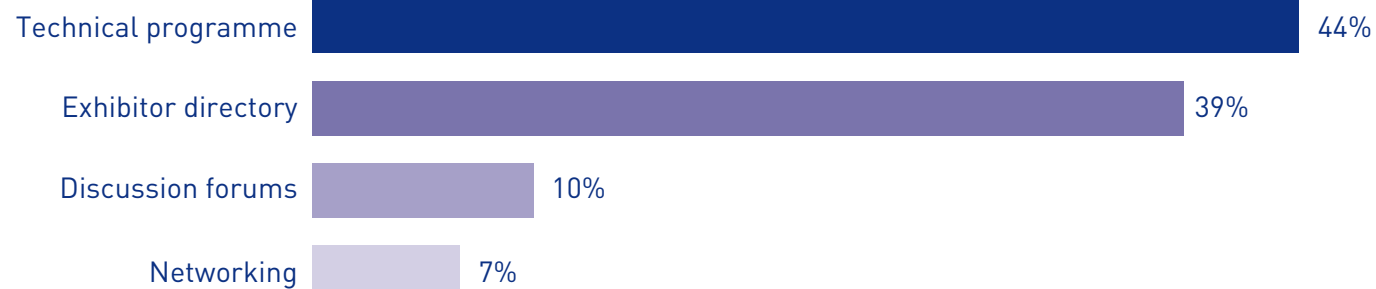


Average length of  
time spent on the  
online platform:

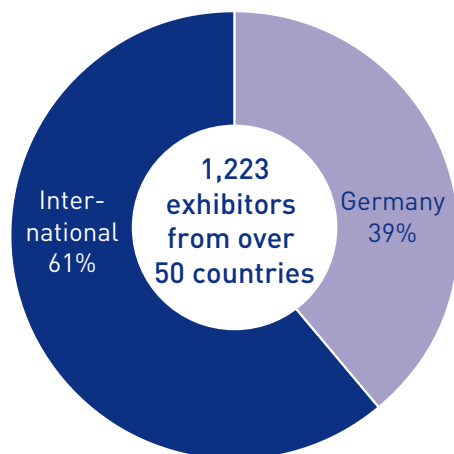
**5.2 h**



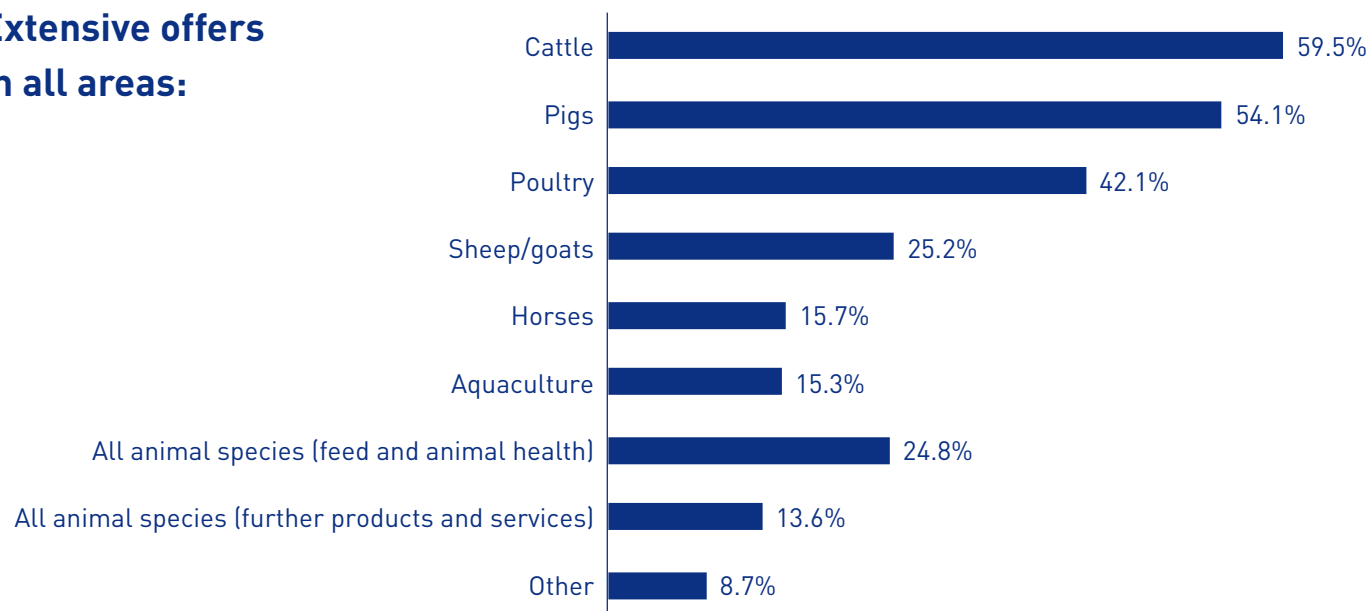
## The favourites:



## Exhibitors:

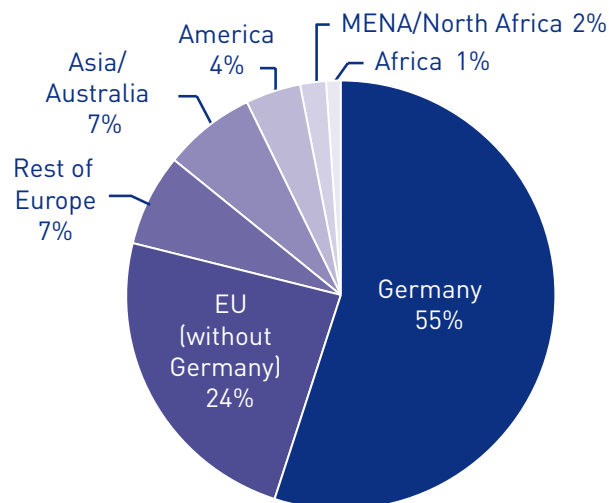


## Extensive offers in all areas:

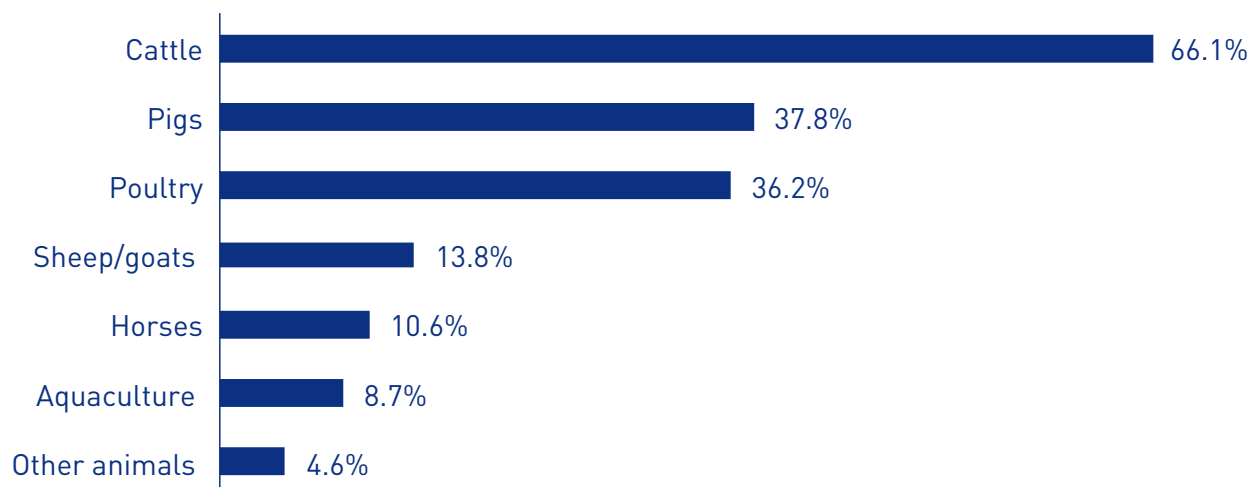


(Multiple responses possible)

## 41,000 participants:



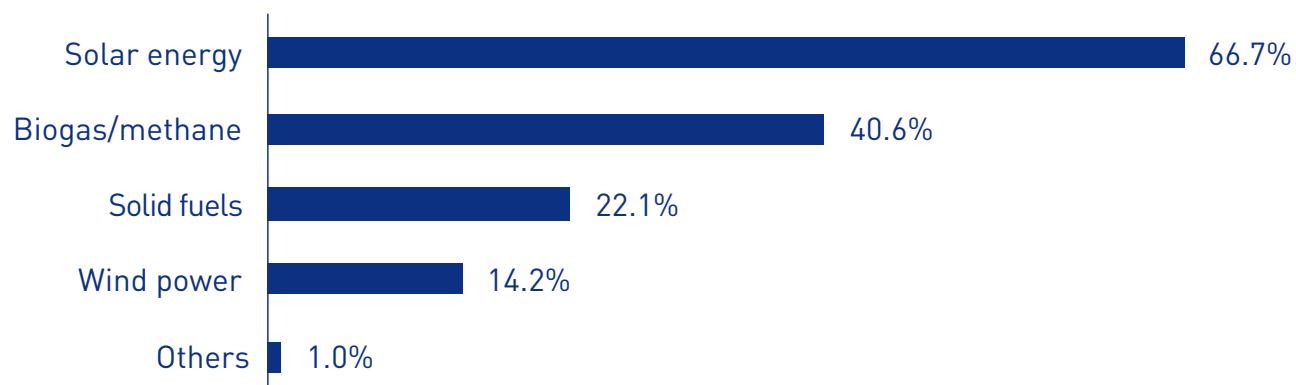
## Two thirds of participants interested primarily in cattle:



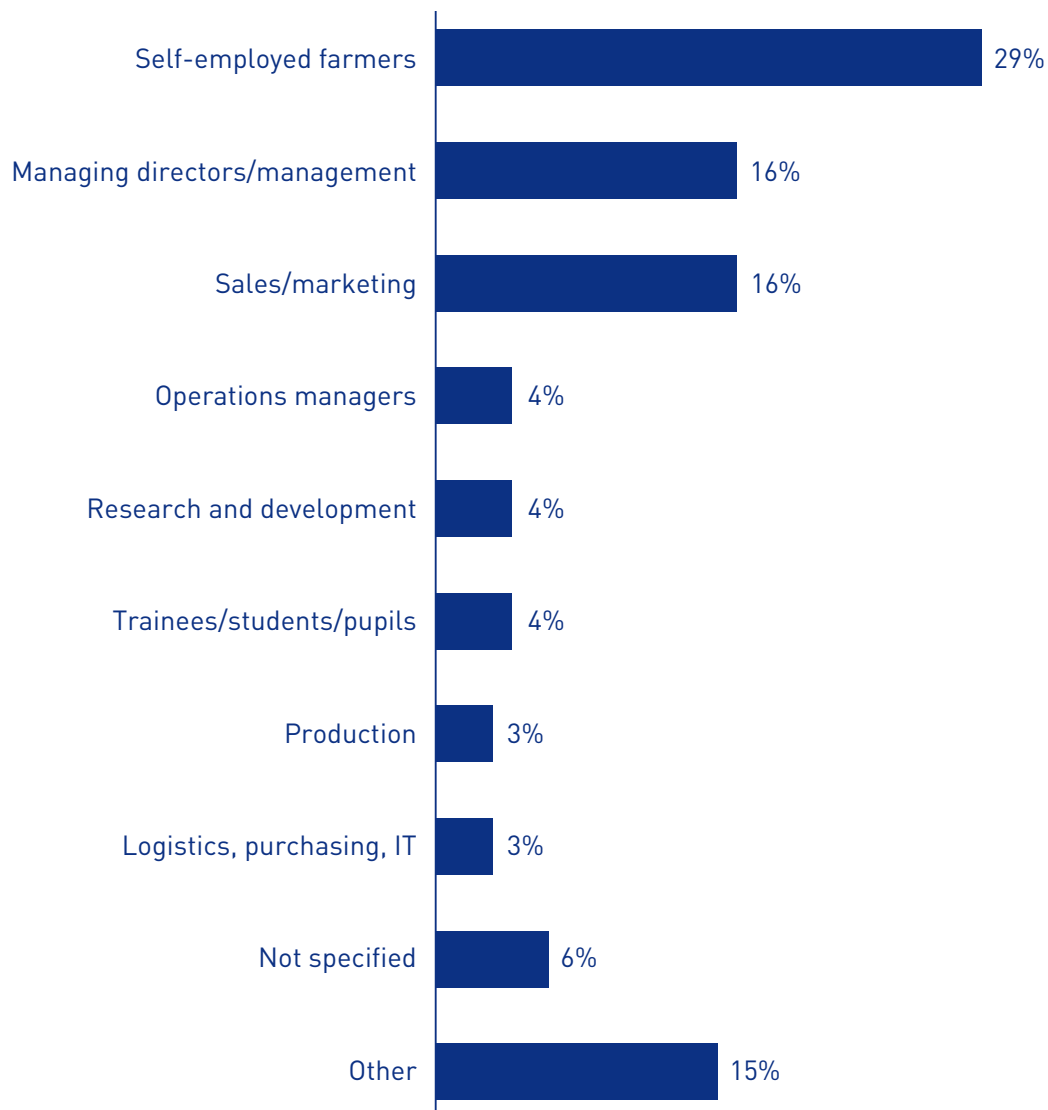
## Top 10 countries:

- |                |             |
|----------------|-------------|
| 1. Germany     | 6. PR China |
| 2. Netherlands | 7. Italy    |
| 3. France      | 8. Belgium  |
| 4. Austria     | 9. Russia   |
| 5. Spain       | 10. UK      |

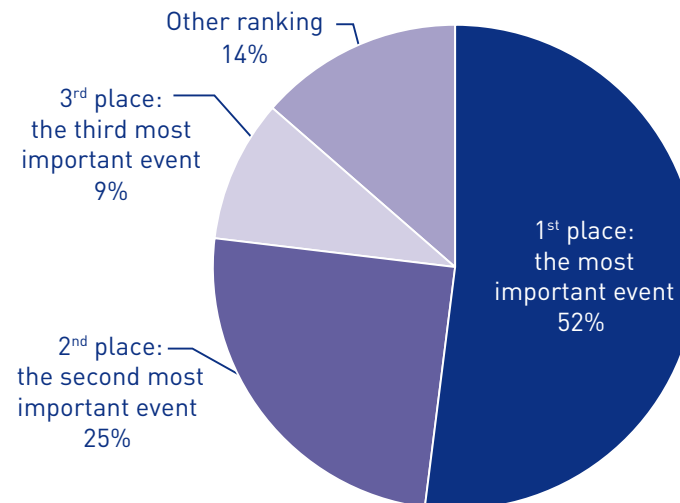
## Boom in the PV sector: participants' interest in solar energy is outstripping the biogas/biomethane sector for the first time:



## Participants by company department:



## For 75%, EuroTier is the industry's (second) most important event:



## Significantly increased range:

