

# AGRI TECHNICA<sup>®</sup>

THE WORLD'S NO. 1



# 2021

WHERE INNOVATION MATTERS.

14–20 NOVEMBER, HANOVER, GERMANY | PREVIEW DAYS 14/15 NOVEMBER

#agritechnica



[www.agritechnica.com/en/](http://www.agritechnica.com/en/)

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# WELCOME TO THE WORLD'S NO.1

At the world's leading trade fair for agricultural machinery, all leading companies of the industry will present their products and innovations. The AGRITECHNICA is the showcase for the global agricultural industry and a forum for future questions of crop production. The AGRITECHNICA is organised by the DLG (Deutsche Landwirtschafts-Gesellschaft – German Agricultural Society). You can be part of it!

## 10 REASONS TO PARTICIPATE

1

### WORLD'S LEADING TRADE FAIR WITH A PROFILE

All market leaders at one location

2

### SIZE WITH QUALITY

23 exhibition halls or 391,000 m<sup>2</sup>  
of exhibition area

3

### INTERNATIONALER HOTSPOT

62% of exhibitors and 31%  
of visitors come from abroad

4

### FIRST-CLASS CUSTOMER POTENTIAL

447,000 visitors, 62%  
from agricultural and forestry sectors

5

### 100% AGRICULTURAL MACHINERY

The entire world of crop production –  
from cultivation to harvesting to storage

6

### CONVINCINGLY INNOVATIVE

Industry leaders present their global innovations

7

### MEETING PLACE FOR GLOBAL BUSINESS

94.000 visitors are planning investments  
of over Euro 0.5 million

8

### INTERNATIONAL MEDIA PRESENCE

World-wide reporting by journalists  
from 50 countries

9

### NETWORKING & KNOW-HOW

Unique DLG technical programme with  
300 forums, conferences and special shows

10

### SYSTEMS & COMPONENTS

The B2B market place of the supplier industry,  
compact in 4 halls

# CONVINCING FACTS



**97%** of exhibitors evaluate  
the AGRITECHNICA positively



**84%** of exhibitors are satisfied with  
the professional qualifications of the visitors



**2,803**

exhibitors

**62%** international  
companies



**447,000**

trade visitors

**149,000** visitors with  
definite investment intentions

## Trade visitors according to industry sector

Farming	222,100
Contractors	29,500
Forestry	21,450
Industry	48,300
Trade/Distribution	19,700
Handicraft/Workshop	11,600
University, College/Vocational training	13,900
Agricultural Consulting/Organisations	14,300



**23** exhibition halls  
or **391,000** m<sup>2</sup>  
of exhibition area



**140,000**

international visitors

from **144** countries

Source: Visitor full registration. FKM-tested.

# THE FUTURE OF AGRICULTURAL MACHINERY IN 23 HALLS



## **TRACTORS & TRANSPORT**

Tractors, farm and front loaders, conveyors

## **SOIL & SEED**

Tillage equipment, drills & planters

## **HARVEST**

Combines, forage & root crop harvesters

## **CROP PROTECTION & CARE**

Machinery & equipment for crop protection, crop care and fertilising

## **STORAGE**

Crop processing, conditioning & storage solutions

## **DIGITAL ASSISTANCE**

Electronics, agricultural software & precision farming systems

## **FARM INPUTS**

Seeds, fertilisers, pesticides, fuels & lubricants

## **FORESTRY**

Forestry equipment, municipal equipment, equipment for landscape management

## **KNOW-HOW**

Associations, federations, organisations, academic & research institutes, farm management consulting & services

## **TRADE & SERVICES**

Workshop equipment & services, used machinery trading

**SYSTEMS**  
**COMPONENTS**<sup>®</sup>

Systems, modules, components, accessories for agricultural technology and off-highway sector



# INTERNATIONAL MEETING PLACE FOR CROP PRODUCTION



**DLG-SPECIALS  
DLG-FORUMS**

**DLG "TECHNOLOGY" TALK  
CONFERENCES**

**WORKSHOP LIVE  
DLG-CAMPUS & CAREER**

**DLG-AGRIFUTURELAB  
FARMING SIMULATOR LEAGUE**



## **DLG. OPEN NETWORK AND PROFESSIONAL VOICE**

Collaborating with experts around the world in an open network, DLG develops future-proof solutions to meet the challenges faced by farming, agribusiness and the food sector. It organises internationally leading trade fairs AGRITECHNICA, EuroTier, EnergyDecentral, DLG-Feldtage, DLG-Waldtage and PotatoEurope, as well as a large number of events world-wide. DLG's quality tests for food, agricultural equipment and farm inputs are world leaders. Through its professional work and its network of experts, DLG continually provides new impulses for practice. [www.DLG.org](http://www.DLG.org)

## **AGRITECHNICA. YOUR STAGE.**

**Become a content partner in the technical programme!**

**Call for papers** 

Together with partners, the DLG offers a top-class technical programme for providing specific information and for networking. 300 forums, conferences and special shows make the world's leading trade fair an important forum for the future. The central questions of modern crop production and agricultural technology are presented and discussed here.

# YOUR INNOVATIONS – WE RECOMMEND THEM

## AGRITECHNICA INNOVATION AWARD

The most important innovation award of the agricultural machinery sector.  
An innovation commission appointed by the DLG awards prizes in gold and silver for the most convincing innovations.



REGISTER YOUR INNOVATIONS STARTING MAY 2021 [↗](#)

## SYSTEMS & COMPONENTS Trophy – Engineers' Choice

Innovative components and systems presented with awards by development engineers. [↗](#)



# POWERING BUSINESS



## SPONSORING

We offer individual sponsoring possibilities so that you can use your trade fair presentation even more effectively for advertising.

Please contact us: [s.busse@dlg.org](mailto:s.busse@dlg.org)

## SCAN2LEAD

Record your contacts at the trade fair stand digitally at the press of a button and update them via your personal online portal.


Please contact us: [s.juerrens@dlg.org](mailto:s.juerrens@dlg.org)

## AGRITECHNICA-APP

Put your company and products digitally in scene. Use the innovative AGRITECHNICA app with theme routes and match-making.



## AUSSTELLER-SERVICE-PORTAL

Book and manage your trade fair presentation quickly and conveniently with our [Exhibitor Service Portal](#) 



## HOTEL-SERVICE

Book your stay during the trade fair via our partner:

Hanno Fair Event 

Hannover Marketing & Tourismus 

## IMPORTANT DATES

**Starting 1 November 2020** • Anmeldung unter [www.agritechnica.com/onlineservice](http://www.agritechnica.com/onlineservice)

**1 February 2021** Deadline for stand registration and start of hall planning

**Spring 2021** Stand confirmation including hall map and invoice available online

**May to October 2021**    Service orders online

• **30 June 2021** Registration deadline for AGRITECHNICA Innovation Award

6 - 13 November 2021 Set-up

**14 - 20 November 2021 AGRITECHNICA, Hanover Trade Fair Grounds**

21 - 26 November 2021 Take-down



MADE BY



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