



Review 2019

Hanover, 10 - 16 November



DEVELOPMENT AND DISTRIBUTION OF EXHIBITOR NUMBERS

2,803 exhibitors

international
exhibitors
1,743
+4 %
(in comparison
with 2017)

German
exhibitors
1,060



TOP 20 EXHIBITOR COUNTRIES

Germany	1,060	India	56
Italy	370	Spain	51
PR China	161	USA	49
The Netherlands	113	Finland	47
Turkey	112	Canada	40
France	100	Russia	38
Austria	81	Ukraine	31
Poland	65	Czech Republic	29
United Kingdom (UK)	61	Sweden	24
Denmark	59	Brazil	20

Exhibitors from 53 countries

21 countries and regions (270 exhibitors) were officially represented with national pavilions.

Source: Full visitor registration. Checked by FKM.

EXHIBITOR SATISFACTION



Overall assessment

88 % of exhibitors evaluate their trade fair participation positively



Technical qualifications of visitors

84 % of exhibitors evaluate these positively



New business relationships

77 % were satisfied with their new customer contacts



Expectations of post trade fair business

77 % of exhibitors anticipate positive post trade fair business



Renewed participation

77 % of exhibitors will certainly or probably participate in AGRITECHNICA 2021

Source: Representative exhibitor survey by Wissler & Partner

MADE BY



DEVELOPMENT OF VISITOR NUMBERS



TOP VISITOR COUNTRIES

The Netherlands	15,384	Czech Republic	4,260
Denmark	11,732	Finland	4,143
Austria	8,911	Belgium	3,411
Italy	8,248	USA	3,220
Switzerland	7,330	Ireland	3,159
Russian Federation	7,253	Romania	2,664
France	6,137	Turkey	2,167
United Kingdom (UK)	6,034	Hungary	2,096
Ukraine	5,718	Canada	1,537
Poland	5,179	Spain	1,358
Sweden	5,106	Brazil	1,166

Source: Full visitor registration. Verified by FKM.

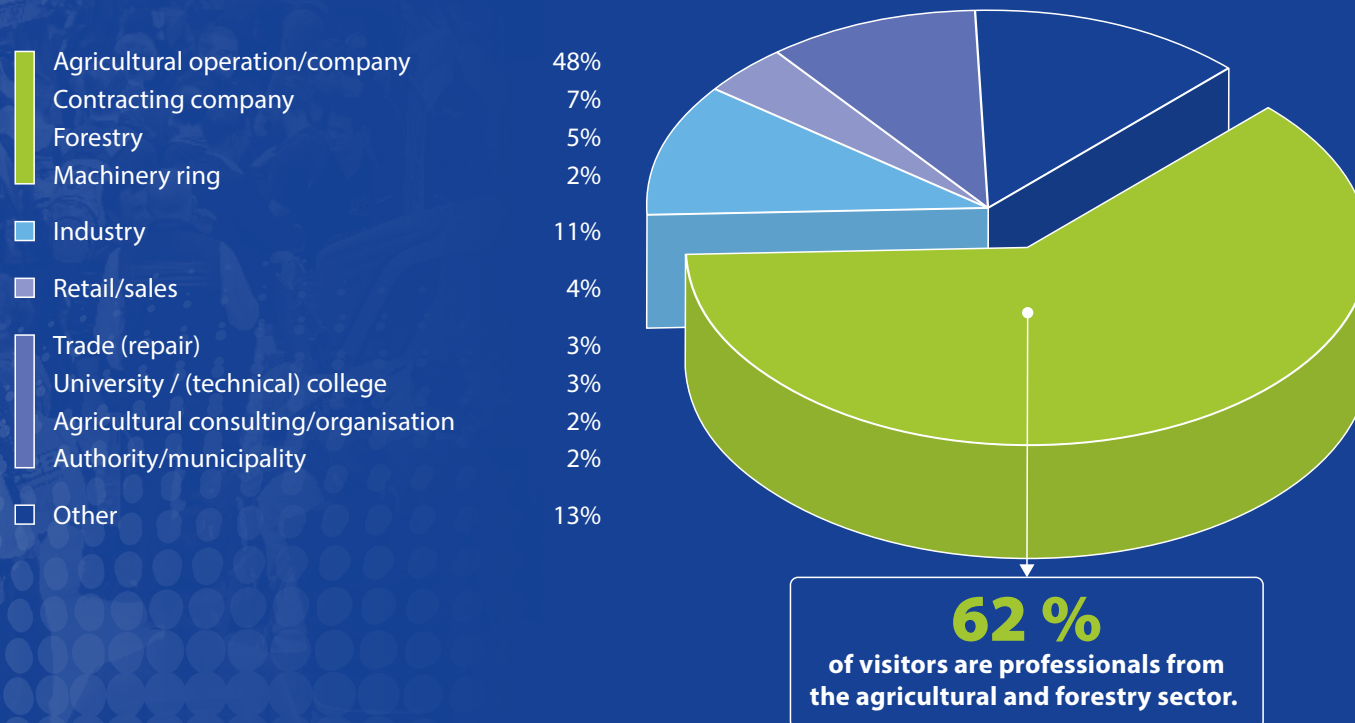
REGIONAL VISITOR DISTRIBUTION



Visitors from
144 countries

Source: Full visitor registration. Verified by FKM.

VISITOR DISTRIBUTION BY INDUSTRY SECTOR



Source: Representative visitor survey by Wissler & Partner

INVESTMENT INTENTIONS



33 % of visitors have specific investment intentions over the next two years. 21% plan investments of over 0.5 million euros.

Replacement investments	54 %
Expansion investments	50 %
Initial investments	18 %

TOP 5 VISITOR OBJECTIVES



Information about
innovations & trends



Discussions
with manufacturers



Market &
product overview



Information about
products, systems &
applications



Establishment of new
business relationships

**Assessment of
AGRITECHNICA by visitors**
97 % of visitors
evaluate their visit positively.



Purchasing decisions
For **76 %**, AGRITECHNICA is
important for their purchasing decisions.

Source: Representative visitor survey by Wissler & Partner



ACCREDITED JOURNALISTS

German	791
International	687

INTERNATIONAL MEDIA PRESENCE

- Argentina
- Australia
- Austria
- Belgium
- Belarus
- Brazil
- Bulgaria
- Canada
- Croatia
- Czech Republic
- Denmark
- Estonia
- Egypt
- Finland
- France
- Ghana
- Greece
- Hong Kong
- Hungary
- India
- Indonesia
- Iran
- Ireland
- Italy
- Japan
- Kazakhstan
- Korea
- Latvia
- Lithuania
- Luxembourg
- The Netherlands
- Nigeria
- Norway
- Poland
- PR China
- Romania
- Russian Federation
- Serbia
- Slovakian Republic
- Slovenia
- South Africa
- Spain
- Sweden
- Thailand
- Turkey
- Ukraine
- United Kingdom (UK)
- USA
- Vietnam
- Zambia



DLG AgrifutureLab

New start-up area with 37 start-ups from 14 countries. Here, up-and-coming companies presented answers to future questions facing the agricultural industry.



DLG-Special 'Acre of Knowledge'

DLG in cooperation with FAO and UNIDO – special international show with 17 exhibitors and a forum with more than 60 contributions by experts from developing and emerging countries. Demonstrations of new working practices and project ideas for improving cultivation systems and management.

DLG-Special 'Protecting Yield and Nature'

Special show with 18 exhibitors and associated forum 'Crop Production'. Innovative, technical solution approaches for the sustainable and efficient production of agricultural raw materials while safeguarding profitability.





International Farmers' Day (UK & France)

Premiere with the partner countries France and the UK. A technical programme tailored to these countries led to a 37% increase in visitors from the UK and France.



Werkstatt live (Live Workshop)

Experiencing the fascination of a workshop. An insight into the professional life of an agricultural and construction machinery mechatronics engineer was demonstrated through observing maintenance and repair work being carried out live on state-of-the-art agricultural machinery.

Forums & conferences

Over 300 presentations, forums and conferences in German, English and French under the guiding theme of 'Global Farming, Local Responsibility'.





AGRITECHNICA Innovation Award

291 registered innovations were evaluated by a neutral DLG expert committee: 1 gold medal - 39 silver medals

Systems & Components Trophy – Engineers' Choice

Premiere of the DLG award for innovations in components and systems. 20 shortlist nominees and 3 trophy winners were determined by online voting. The jury comprised development engineers of exhibiting AGRITECHNICA companies.





AGRITECHNICA App

New app simplifying the planning of your trade fair visit and offering attractive digital services. The new theme-based routes ensuring orientation amidst the wealth of things to see at AGRITECHNICA.

Farming Simulator League

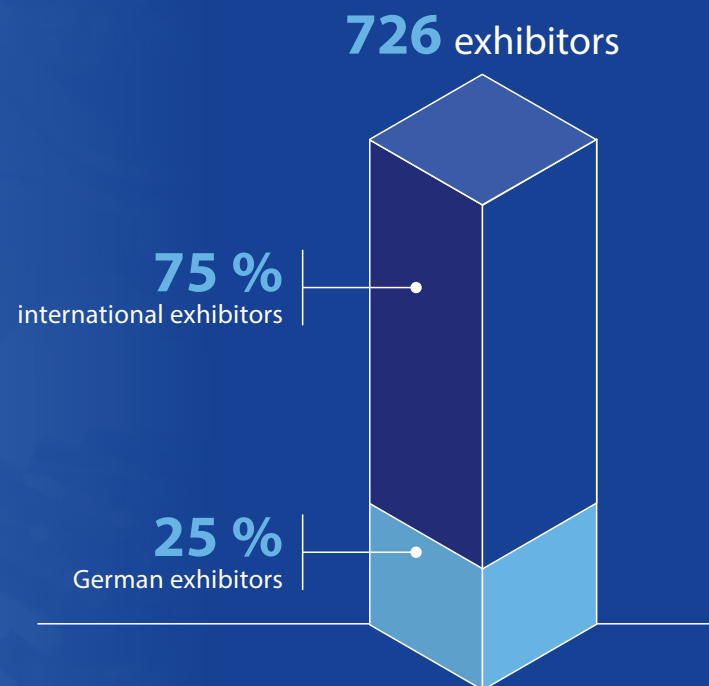
AGRITECHNICA now also features E-sport! As part of the 'Farming Simulator League' (FSL), fans of the 'Farming Simulator' computer game played for points towards the final in 2020.



Scan2Lead

For the first time, Scan2Lead enabled exhibitors to benefit from a simplified way to make contact with visitors and the related collection and processing of their stand visitors' data.

EXHIBITOR NUMBERS



TOP 10 EXHIBITOR COUNTRIES

Germany	187
Italy	154
China	106
Turkey	57
India	40
France	19
Great Britain	18
Finland	11
Poland	11
Austria	10

Exhibitors from 43 countries

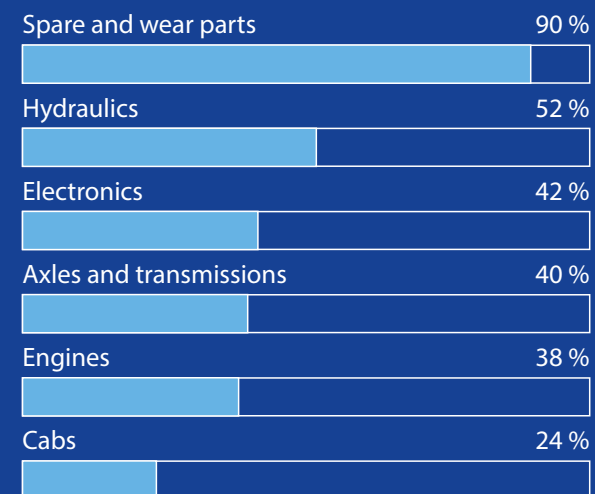
VISITOR PROFILE

120,000 visitors
94 % professionals

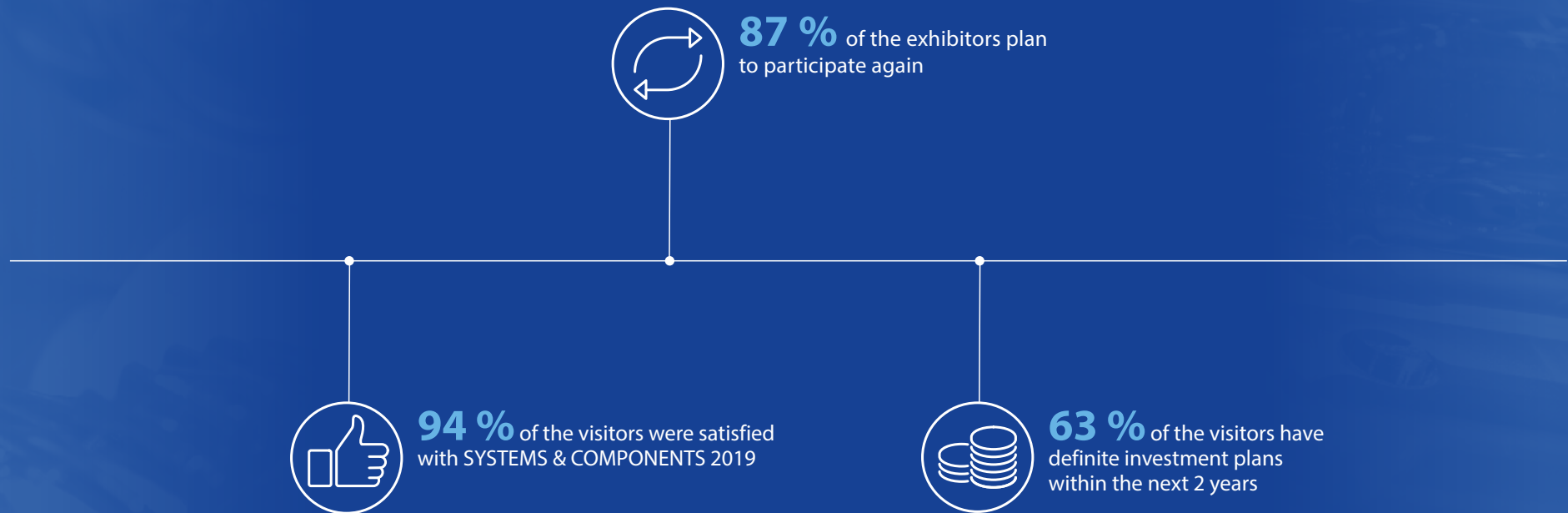


Source: Representative visitor survey by Wissler & Partner

VISITORS' INTERESTS



EXHIBITOR AND VISITOR SATISFACTION



Source: Representative exhibitor and visitor survey by Wissler & Partner



We would like to thank all exhibitors and visitors and look forward to seeing you again at AGRITECHNICA 2021 **from 14 - 20 November in Hanover, Germany.**