



**Opening Press Conference  
on the Occasion of Agritechnica 2019  
Hanover, 11 November 2019**

**Speech by Dr. Reinhard Grandke, Managing Director of  
DLG e.V.**

**Agritechnica 2019: Global Marketplace of Solutions for  
Local Challenges in Agriculture**

**The spoken word applies!**

Salutation!

Welcome to the opening press conference of Agritechnica 2019 – for the first time in a new format as International DLG Dialog on Agriculture!

Yesterday the doors of Agritechnica 2019 opened, which will take place from 10 to 16 November 2019. 2,819 exhibitors from 53 countries present their innovations, concepts and visions for the agricultural technology of today and tomorrow here at the world's leading trade fair in Hanover. With a fully booked trade fair grounds and an exhibition area of approximately 40 hectares, Agritechnica is the showcase of the global agricultural technology industry and the forum for future questions in crop production.

With a share of 62 percent and therefore 1,750 exhibitors from abroad, Agritechnica is once again in 2019 the leading international marketplace for agricultural solutions and innovations. The top three of these are foreign countries are Italy with 370 exhibitors, China with 163 exhibitors and the Netherlands with 113 exhibitors.

Fortunately, 22 countries or regions, including France, the United Kingdom, India, Belarus and the Altai region (Russia) are participating in joint participations. In addition, we are very pleased that the UN organisation UNIDO (United Nations Industrial Development Organization) is represented with a joint stand.

And it was possible to increase the internationality of the exhibition even further compared to 2017. This illustrates the worldwide network of agriculture in which animal feed and food, technologies and farm inputs are traded across countries and borders. The great interest and the more than 400,000 visitors expected, as well as over 100,000 expected international visitors, emphasise the global importance of agriculture.

To provide answers to the strategic questions of the industry and society, "**Global Farming – Local Responsibility**" has purposely been chosen as the guiding theme of Agritechnica 2019. For agricultural innovations are a major key to harmonising goals like climate protection, biodiversity, sustainability and food security. The technical supporting programme sets accents in order to point out the intermeshing of the cultivation systems linked worldwide, the global material cycles and the local agricultural solutions.

The fact that the global system of agriculture is diverse and differs depending on the location is also highlighted in our international trend monitor **DLG-Agrifuture Insights**. Cash crop producers in Russia, France and the Netherlands are more satisfied with the current business situation than in the previous year thanks to a quantitatively and qualitatively good harvest. However among the cash crop producers in Germany there is no change in the evaluation of the business situation. The harvests were unsatisfactory due to regional drought.

The business expectations in France, Poland and Great Britain continue to be average – in Great Britain, in spite of the still unclear Brexit situation. For German cash crop producers, a less optimistic view of business expectations results for the coming 12 months. Increasing regulations, unclear sales possibilities on the export market and the effects of the (regional) drought lead to decreased optimism.

Despite varying investment confidence, the focus in Germany, France and Russia is on soil cultivation technology. On the one hand, due to the trend to increased mechanical weed control and, on the other hand, also as a result of high wear. The focus of cash crop producers in the Netherlands is on crop protection technology.

It appears that farmers worldwide require corresponding know-how and technologies suitable for their local conditions to efficiently implement the goal of more sustainability in their farming operations. In particular, this includes the latest developments in the area of soil-protecting technology, technology for low-loss fertilisation, innovative systems for support in making decisions, resource-saving crop protection methods and innovative irrigation systems. Many innovative technologies are available to the increasingly digitalised agricultural sector here.

Today digital components are standard for many agricultural machines and help not only to improve the situation regarding the challenges of productivity and precision. Instead, more and more the data gained from them also enables sustainability in agricultural production to be made measurable. For only what can be measured can also be managed and improved.

In the Agritechnica Specials "**Protecting Yield & Nature**" in Hall 15, the topics of environmental protection and high-tech are combined and solutions for yield security and environmental protection are presented.

The Special "**Acre of Knowledge – Innovative concepts for small scale farming systems worldwide**" illustrates the potential of innovative technology for large and small-scale agriculture on various continents. This special offering especially provides international visitors with a unique information platform for comparing systems and product and service ranges on site. Furthermore, it is possible to enter into an intensive exchange of opinions and experience with experts and to make new contacts directly at the object of interest.

The international technical programme with a large number of international congresses, workshops and forums presents and discusses the trends and future questions in agriculture and agricultural technology.

Already before the opening, on 8 and 9 November the international conference "**LAND.TECHNIK AgEng 2019**" of the VDI Wissensforum (Knowledge Forum) in the Convention Center gave an overview of the current developments in agricultural technology and provided information on the latest research results.

And the **International Farmers' Day**, which focuses on France and Great Britain, is also new. On 14 November the range of technical information is specifically directed at the interests of French and British farmers. Solutions developed by the agricultural technology sector for these two farming nations are also presented in a comprehensive forum programme with expert lectures.

With two conference dates on 13 November, the international series of events entitled "**Ag Machinery International**" will provide an opportunity to discuss the "Chances and challenges of large-scale agriculture worldwide" and ties in with the International Farmers' Day on 14 November. With the topic "**The European Union in the Post-Brexit Era – Challenges for Agriculture in Europe**", the AgMachinery Conference is the central forum of the day for a professional exchange.

However, so that the Agritechnica not only continues to be the showcase for innovation, but also asserts its position as its nucleus, we would also like to offer a forum for the growing dynamics in agriculture with new formats like the DLG-Agrifuture Lab. We enable young companies and start-ups to present their visions and products for the international agricultural sector. At the meeting place for the agricultural start-up scene, 40 young companies offer innovative solutions - from 3D printing to block chain technologies and artificial intelligence to robotics systems.

And the internationality continues to advance this year with the Agritechnica Innovation Award 2019: 291 registrations from 148 exhibitors from 24 countries illustrate the high spirit of innovation of the global agricultural engineering sector. Here the focus was on improvements in the areas of efficiency, connectivity, comfort and safety, as well as improved technology for sustainable, environmentally friendly cultivation. They emphasise the importance of the guiding theme "**Global Farming – Local Responsibility**" for future

developments. The independent commission of experts awarded one gold medal and 39 silver medals in 2019.

As innovations already result in the details and often take place in close development cooperation with component and system suppliers, innovations in this area were presented with the "**Systems & Components Trophy – Engineers' Choice**" for the first time in 2019.

On the Systems & Components B2B platform itself, approximately 700 exhibitors from 40 countries - regardless of whether it's industry leaders, medium-sized companies or start-ups - provide an insight into their expertise and innovative power in the fields of engines and motors, electronics, drive technology, hydraulics, cabs, power lifts and spare and wearing parts. The developmental direction toward smart, supporting solutions is deepened with the guiding theme of "**Assisted Farming – Engineering agriculture through smart solutions**".

Ladies and gentlemen, as you can see, the Agritechnica 2019 offers not only proven formats, but also a broad range of new products and services and possibilities for obtaining information. Today agriculture is no longer just faced with the task of food security for a growing world population. It must also tackle global tasks such as climate and environmental protection while finding its position in a changing society.

At the same time, the worldwide exchange of goods must be maintained and the local responsibility for biodiversity and fellow human beings, for one's own farming operation, the family and employees must be assumed.

The key to the solution of these complex challenges linked to local conditions is a sustainable intensification - and Agritechnica 2019 shows the possibilities of practical implementation for achieving this goal!

Thank you for listening.