

**AGRI
TECHNICA** ^{DLG}
THE WORLD'S NO. 1

9 – 15
NOVEMBER
HANOVER
GERMANY

20
25

Visit the world's leading trade fair
for agricultural machinery!

SAVE
THE
DATE



touch smart
efficiency



#agritechnica



agritechnica.com

MADE BY



The World's No. 1 – Experience innovation!

AGRITECHNICA is the meeting place for decision-makers and the leading business marketplace for the international agricultural industry. It showcases the global agricultural machinery industry and provides a forum for discussing the future of crop production. All leading companies in the sector present their new products and innovations at the world's leading trade fair for agricultural machinery.

Figures: AGRITECHNICA 2023



2,700
exhibitors from
53 countries



470,000
visitors from
149 countries



23 halls
plus open-air
site



400 Events
and conferences,
370 speakers

Touch Smart Efficiency

Under the guiding theme 'Touch Smart Efficiency', AGRITECHNICA 2025 will provide you with direct access to innovative, networked agricultural systems that use digital technologies to increase efficiency, sustainability and productivity – in a practical, interactive and hands-on way.

Learn More
about the
guiding theme



Benefit from the network of the DLG
(German Agricultural Society) –
the organiser of AGRITECHNICA.
DLG.org

With the leading B2B platform for
the international supplier industry.
For engineers, procurement managers
and system integrators.

INCLUDING

SYSTEMS⁺
COMPONENTS[®]

100% agricultural machinery in 24 halls

Discover product innovations and the latest technologies as a trade visitor. Benefit from the expertise of international experts. Become part of the AGRITECHNICA network.

Exhibition programme



Tractors & Transport

Crop Protection & Fertilisation

Digital Assistance

Forestry

Soil & Seed

Harvest & Storage

Trade & Service

Speciality Crops

Exhibitor database and technical programme
guide available from summer 2025 at agritechnica.com
and in the AGRITECHNICA app

NEW! Theme Days – Targeted information, efficient networking!

The Theme Days at AGRITECHNICA enable you to plan your visit to the trade fair in a targeted manner. Discover technologies, trends and solutions tailored to your interests. Network directly with relevant exhibitors and industry experts.

Beginning in summer 2025, the exhibition and event calendar will provide a perfect guide to help you select the days that are right for you.



Sunday, 09/11/2025

Innovation and Press Day

Family-run businesses | Contractors | Young Professionals trade and business press

Monday, 10/11/2025

Agribusiness Day

Dealers | Contractors | Large agricultural operations

Tuesday, 11/11/2025

Agribusiness Day

Dealers | Contractors | Large agricultural operations

Wednesday, 12/11/2025

International Farmers Day

Focus on France, Canada and Czech Republic

Thursday, 13/11/2025

Digital Farm Day

Greater efficiency through digitalisation

Friday, 14/11/2025

Young Professionals Day

International meeting place for young professionals, students and trainees

Saturday, 15/11/2025

Celebrate Farming

Agriculture | Agricultural machinery | Future



Learn more
about the
Theme Days



Leading innovation hub – First-hand expert knowledge

Experience global innovations for international crop production. Learn about current trends. Discuss with the experts.
From sustainability to AI.

Theme Spotlights | Expert Stages | Conferences | Events | Science Campus | Awards



NEW! DIGITAL FARM CENTER by FarmRobotix

Digital Farming, Automation, Robotics,
AI in crop production and farm management

Agrifood Start-Ups

Meeting place for the food and
agricultural industry

Workshop Live

Experience the fascination of working on
real machines and equipment

International Dealer Center

Meeting place for the agricultural
machinery trade

Trade fair tickets

Online tickets from July 2025 at:
agritechnica.com/en/visit

Travel planning

Information and offers for your travel planning:
agritechnica.com/travel-accomodation



This service offers customized accommodation without surcharges:
get2fairs.com/en

Our travel partners are there to support you (travel packages, group travel, hotels, customised offers):
agritechnica.com/travel-partners

Questions? We're happy to help!

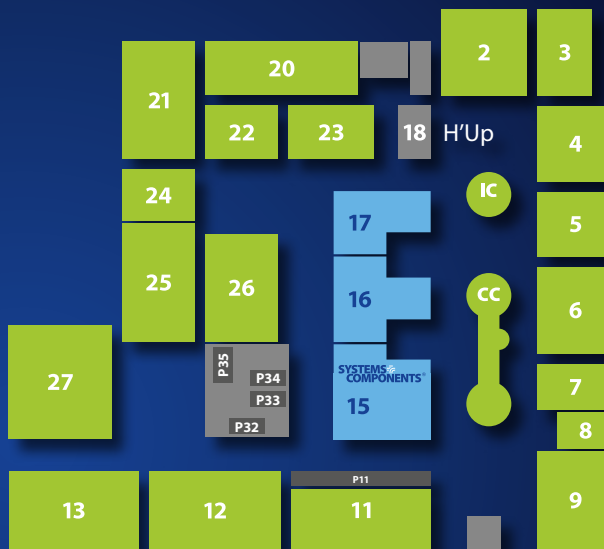
Our visitor team is there for you:
visitor@dlg.org | Tel. +49 69 24788 265

The AGRITECHNICA app

Exhibitors, brands, products, site plan, events and networking – clearly defined and free of charge.
The AGRITECHNICA app will be available from summer 2025.



Hanover Trade Fair Grounds



DLG Markets GmbH

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markets