

# AGRI TECHNICA<sup>®</sup>

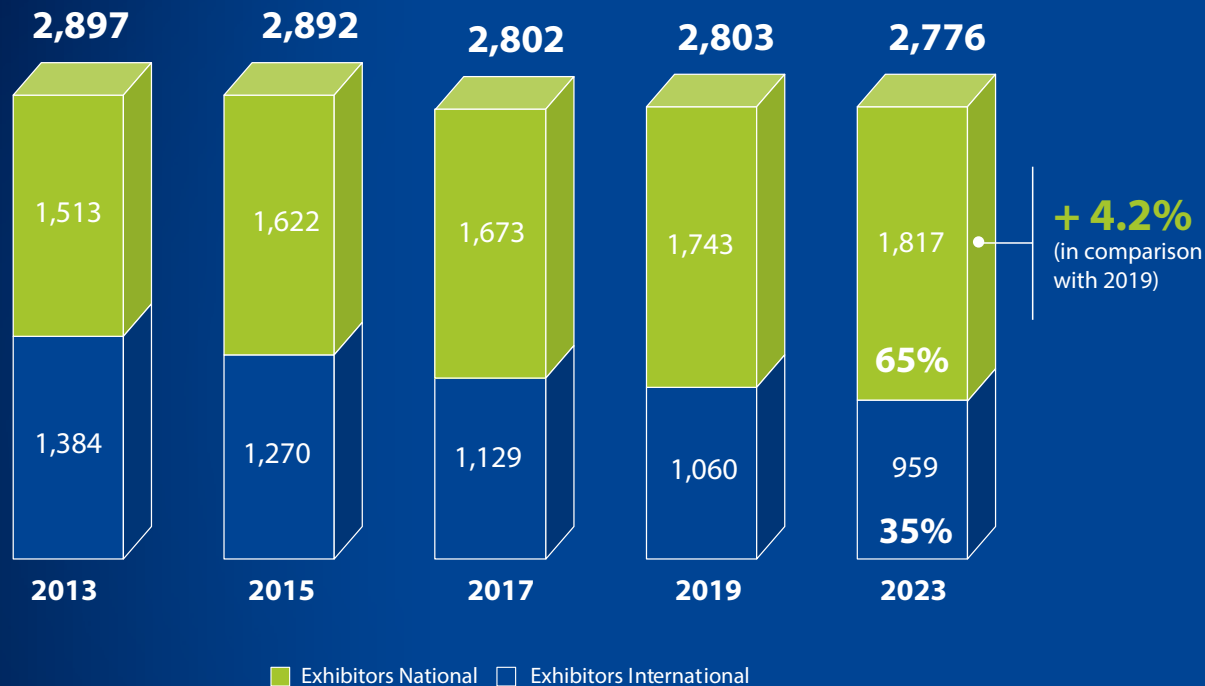
THE WORLD'S NO. 1

## Review 2023

Hanover, 12 - 18 November



## DEVELOPMENT AND DISTRIBUTION OF EXHIBITOR NUMBERS



### TOP 20 EXHIBITOR COUNTRIES

Germany	959	USA	56
Italy	351	Denmark	55
PR China	174	Spain	51
Turkey	157	Finland	46
The Netherlands	142	Canada	37
France	106	Czech Republic	35
India	79	Ukraine	33
Poland	71	Sweden	29
Austria	66	Brazil	28
United Kingdom (UK)	59	Switzerland	22

### Exhibitors from 53 countries

24 countries and regions  
(328 exhibitors; +18% in comparison with 2019)  
were officially represented with national pavilions.

Source: FKM-Statistik

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## EXHIBITOR SATISFACTION



### Overall assessment

**87%** of exhibitors evaluate their trade fair participation positively



### Technical qualifications of visitors

**84%** of exhibitors evaluate these positively



### New business relationships

**55%** were satisfied with their new customer contacts

**86%** were satisfied with the establishment of new business relationships

**91%** were satisfied with the intensification of existing business relationships



### Expectations of post trade fair business

**76%** of exhibitors anticipate positive post trade fair business



### Sales discussions

**85%** of exhibitors evaluate them positively



### Presentation of innovations and further developments

**92%** of exhibitors evaluate them positively



### Renewed participation

**85 %** of exhibitors will certainly or probably participate in AGRITECHNICA 2025

Source: Representative exhibitor survey by Wissler & Partner

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## DEVELOPMENT OF VISITOR NUMBERS



### TOP VISITOR COUNTRIES

The Netherlands	19,382	China	4,038
Denmark	11,852	Finland	3,648
Austria	11,481	Ireland	3,218
Switzerland	8,301	Romania	3,050
Italy	8,057	USA	2,918
France	7,324	Ukraine	2,817
Poland	6,543	Lithuania	2,430
United Kingdom (UK)	4,935	Canada	2,401
Czech Republic	4,751	Hungary	2,241
Sweden	4,606	Turkey	2,168
Belgium	4,293	Brazil	2,149

Source: Full visitor registration. Verified by FKM.

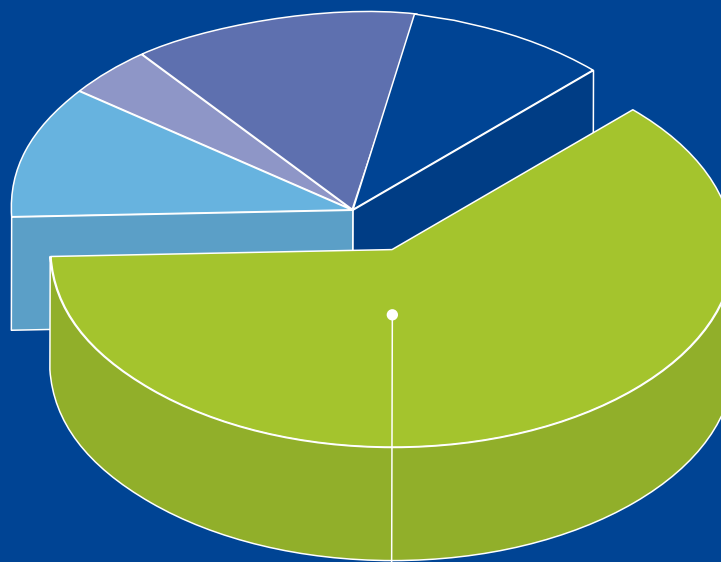
## REGIONAL VISITOR DISTRIBUTION



Source: Full visitor registration. Verified by FKM.

**VISITOR DISTRIBUTION BY INDUSTRY SECTOR**

<span style="color: #92D050;">■</span> Agricultural operation/company	49%
<span style="color: #92D050;">■</span> Forestry	4%
<span style="color: #92D050;">■</span> Contracting company	7%
<span style="color: #92D050;">■</span> Machinery ring	2%
<span style="color: #4682B4;">■</span> Industry	12%
<span style="color: #6A5ACD;">■</span> Retail/sales	4%
<span style="color: #483D8B;">■</span> Trade (repair)	4%
<span style="color: #483D8B;">■</span> Municipal applications, landscape management	1%
<span style="color: #483D8B;">■</span> Engineering/planning bureau, consulting	1%
<span style="color: #483D8B;">■</span> Investord	1%
<span style="color: #483D8B;">■</span> Start-ups	2%
<span style="color: #483D8B;">■</span> Agricultural consulting/organisation	2%
<span style="color: #483D8B;">■</span> Authority/municipality	1%
<span style="color: #483D8B;">■</span> University / (technical) college	4%
<span style="color: #4682B4;">■</span> Other	10%



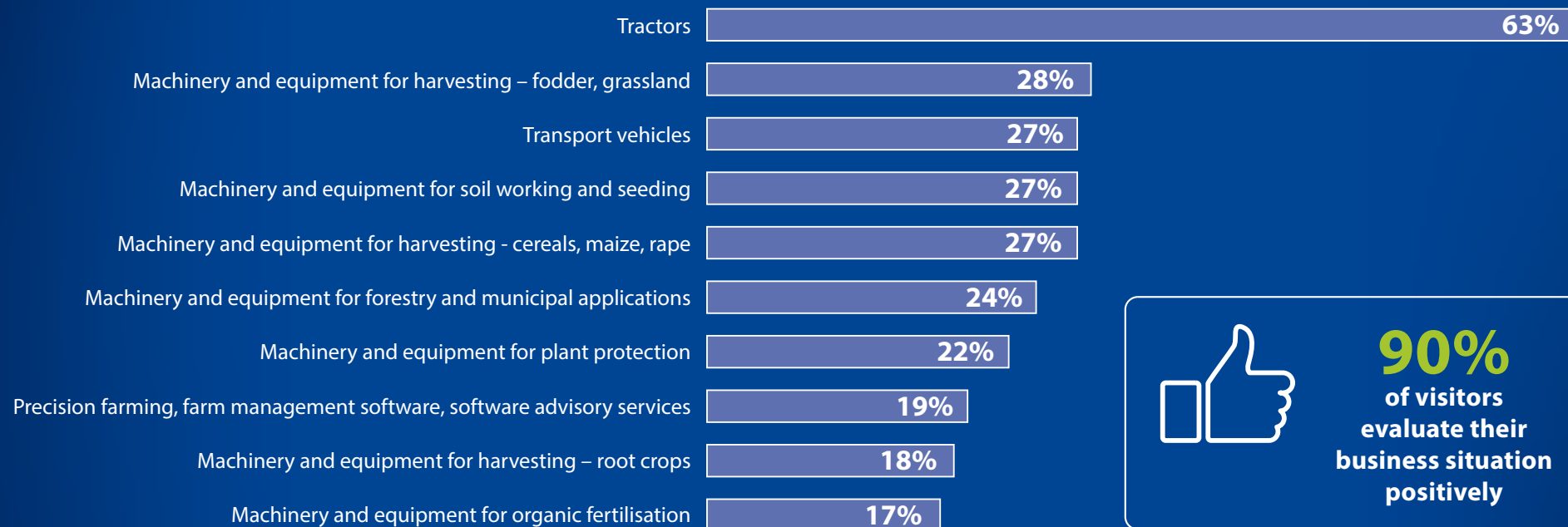
<span style="color: #92D050;">■</span> Crop production	71%
<span style="color: #92D050;">■</span> Animal production	51%
<span style="color: #92D050;">■</span> Forestry	27%
<span style="color: #92D050;">■</span> Fruit and vegetable growing, special crops	11%
<span style="color: #92D050;">■</span> Bioenergy, renewable raw materials	14%
<span style="color: #92D050;">■</span> New agricultural production systems	5%
<span style="color: #92D050;">■</span> Municipal services	8%
<span style="color: #92D050;">■</span> Other services	14%

**62%**  
of visitors are professionals from  
the agricultural and forestry sector.

Source: Representative visitor survey by Wissler & Partner

## INTEREST IN OFFERS AND BUSINESS SITUATION

### TOP 20 INTEREST IN OFFERS



Source: Representative visitor survey by Wissler & Partner

**TOP 5 VISITOR OBJECTIVES**



Source: Representative visitor survey by Wissler & Partner

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## INTERNATIONAL MEDIA PRESENCE

### ACCREDITED JOURNALISTS

German	762
International	705

- Argentina
- Australia
- Austria
- Belgium
- Bolivia
- Bosnia and Herzegovina
- Brazil
- Bulgaria
- Canada
- Chile
- Czech Republic
- Denmark
- Estonia
- Ethiopia
- Finland
- France
- Ghana
- Greece
- Hungary
- India
- Ireland
- Italy
- Japan
- Kazakhstan
- Kenia
- Latvia
- Lithuania
- Luxembourg
- New Zealand
- Norway
- Pakistan
- Poland
- Portugal
- PR China
- Romania
- Serbia
- Slovakia
- Slovenia
- South Africa
- South Korea
- Spain
- Sweden
- Switzerland
- Thailand
- The Netherlands
- Togo
- Tunisia
- Turkey
- Ukraine
- United Kingdom (Great Britain and Northern Ireland)
- USA
- Uzbekistan
- Vietnam

GLOBAL MEDIA COVERAGE DURING THE TRADE FAIR

**4,840**

Posts / clippings

**234,408**

Google Ads clicks

**10,690,250**

Website visits

Followers



**298,213**



**103,410**



**10,555**



**12,405**



**10,500**

**4.6 Billion** total range



### DLG-Spotlight Smart Farming

Smart technologies for coping with documentation obligations and for increasing efficiency on farms were presented. Visitors experienced live demonstrations of data exchange between machines located on the stand and/or various smart farming technologies.

Participants: 14 companies from 5 countries

### agrifood start-ups

This is where the future of agriculture met up with strong partners. Agrifood start-ups were given the opportunity to present their ideas to the international agricultural industry and network with strong partners.

Participants: 70 exhibitors (+47% compared to 2019) from 18 countries.



### Drive Experience

For the first time visitors had the opportunity to try out agricultural machinery with alternative drive systems (electric and methane) on a circuit.





### International Farmers Day

With the International Farmers Day, AGRITECHNICA is establishing a platform on which farmers, companies and organisations from the world's agricultural regions can talk to one another and network.

In 2023, the focus was on France and Poland. Professional visitors from these countries were granted free admission to the trade fair and enjoyed a tailored technical programme.



### Inhouse Farming Feed and Food Show

This exhibition area is the new DLG platform for the agricultural and food systems of the future. Focus in 2023 was on 'Controlled Environment Agriculture', i.e. on securing the global food supply through new agricultural production systems.

Participants: 37 exhibitors from 6 countries

### Expert Stages & conferences

AGRITECHNICA 2023 put top speakers from the international agricultural machinery and farming industry as well as hidden champions and start-ups onto five Expert Stages:

- agrifood start-ups
- Green Productivity
- Inhouse Farming
- Studio Stage
- SYSTEMS & COMPONENTS

4 conferences focusing on the geographical areas of LATAM, Ukraine, Asia and the USA.



### Werkstatt live (Live Workshop) Internationales Händler- und Dienstleistungszentrum International Dealers Lunch

In hall 2, visitors were able to experience live service work on machines. The International Dealer Center and the International Dealers Lunch offered agricultural machine dealers and their service providers the perfect format for networking.





## Innovation Award AGRITECHNICA

The DLG 'AGRITECHNICA Innovation Award' is presented for innovations for use in a practical setting and therefore underscores the value of modern agricultural machinery to farming.

All AGRITECHNICA exhibitors can take part with their innovations. A neutral DLG commission decides which products are presented with the 'AGRITECHNICA Innovation Award' in gold or silver.

251 exhibitors applied in 2023. 1 gold medal and 17 silver medals were awarded.

## SYSTEMS & COMPONENTS Trophy Engineers' Choice

The presentation of the 'SYSTEMS & COMPONENTS Trophy – Engineers' Choice' for components and systems paid tribute to the high importance of the supplier industry and its innovativeness to the agricultural machinery industry.

The award was presented for the third time. The three winners were selected by agricultural machinery development engineers.





## DLG Agrifuture Concept Winner

This award is dedicated to pioneering work and future visions in agricultural machinery. It underscores the relevance of new agricultural machinery ideas and concepts to the future of farming in the next five to ten years.

In 2023, 5 from a shortlist of the 10 most interesting future concepts were awarded.

## Women in Ag Award

This award is recognition of the significant role played by women as the initiators and catalysts of sustainable food production around the globe. The 'Women in Ag Award' pays tribute to this commitment and aims to foster women in the agricultural machinery industry.

In 2023, 130 women from 38 nations applied for this. Four winners in the following four categories were presented with an award: Farming, Agribusiness, Education and Technology & Research.



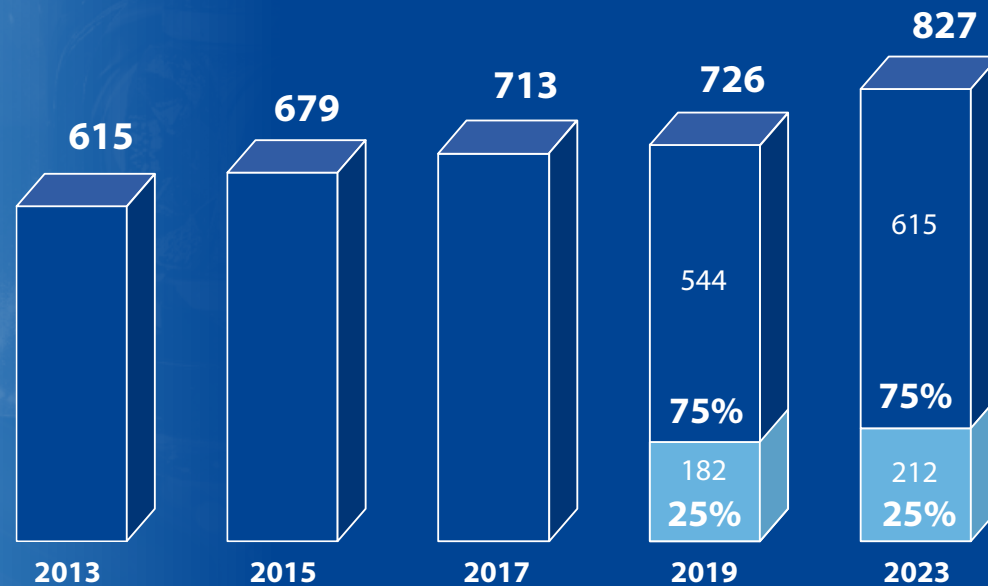
## DLG Agri Influencer Award

This award paid tribute to interesting and high-quality agricultural profiles in the social media and presented them to a wider audience.

The awards were presented to German-speaking and international influencers in each of three categories:

- DLG Best Agri YouTuber
- DLG Best Agri Instagrammer
- DLG Best Agri TikToker

### DEVELOPMENT AND DISTRIBUTION OF EXHIBITOR NUMBERS



 Exhibitors national  Exhibitors international

#### TOP 10 EXHIBITOR COUNTRIES

Germany	212
Italy	170
PR China	108
Turkey	73
India	47
France	21
United Kingdom (UK)	17
Taiwan	17
Finland	16
The Netherlands	16

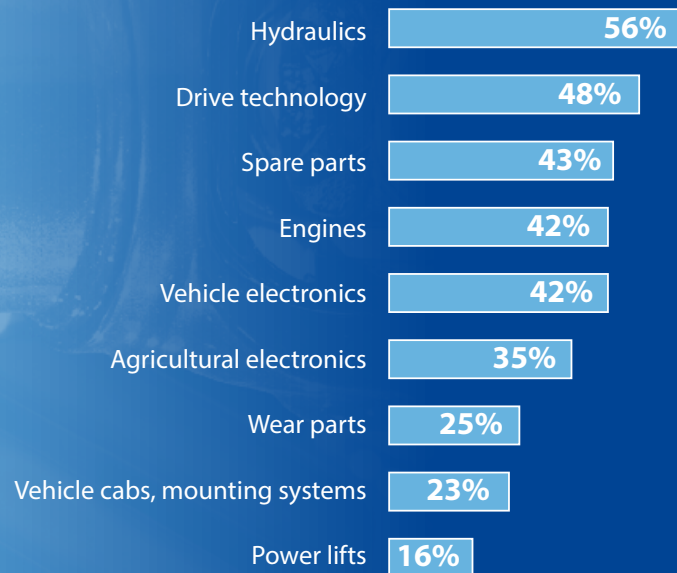
**827** exhibitors from **42** countries

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## VISITORS BY AREAS OF INTEREST AND GOALS

### VISITORS' INTERESTS



### VISITOR GOALS ACHIEVED



Source: Representative visitor survey by Wissler & Partner

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### EXHIBITOR AND VISITOR SATISFACTION



**75%** of the exhibitors plan to participate in SYSTEMS & COMPONENTS 2025



For **70%** of primary visitors, SYSTEMS & COMPONENTS is the most important or second-most important trade fair compared to other trade exhibitions.



**98%** of primary visitors were satisfied with SYSTEMS & COMPONENTS 2023

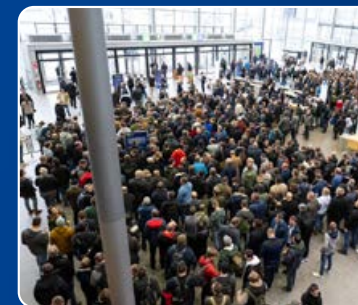


**50%** of the SYSTEMS & COMPONENTS visitors have definite investment plans within the next 2 years

Source: Representative visitor survey by Wissler & Partner

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We would like to thank all exhibitors and visitors and look forward to seeing you again at AGRITECHNICA 2025, **from 9 - 15 November in Hanover.**

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