



Seven themed days for trade visitors at Agritechnica 2025

November 9 to 15, 2025 in Hanover, Germany - Guiding theme “Touch Smart Efficiency” - Premiere for topics days for visitors: “7 days - 7 topics” - 2,700 exhibitors from over 50 countries awaited - Ticket shop opens in July 2025 - Attractive travel and hotel services - agritechnica.com

Touch Smart Efficiency: This is the guiding theme of this year's Agritechnica taking place in Hanover, Germany from November 9 to 15. The world's leading trade fair for agricultural machinery will offer visitors direct access to innovative, networked agricultural systems that use digital technologies to increase efficiency, sustainability and productivity. The new theme days concept offers visitors tailored information. Under the banner “7 days - 7 topics”, the world's leading trade fair for agricultural machinery will target different groups of trade visitors on each of the seven days of the fair. The event is expected to attract 2,700 exhibitors from more than 50 countries, presented a complete overview off arm equipment. Ticket sales will open in July 2025 at the official ticket shop. A range of travel options, including hotel services are available at the Agritechnica [website](http://agritechnica.com).

Each of the seven dasy of Agritechnica 2025 will feature a special focus area, enabling visitors to explore topics and technologies that are most relevant to their business. This structured approach facilitates targeted exchange between visitors and exhibitors.

- **Innovation and Press Day, Sunday, 9 November**

On this day, arable farmers, contracting businesses, future decision-makers, as well as the trade and business press, will have the opportunity to learn about technical innovations, strategies, and trends in modern arable farming.

- **Agribusiness Days, Monday, 10 November und Tuesday, 11 November; limited tickets on sale**

Agricultural dealers, contracting businesses, and large-scale farms benefit from the exclusive opportunity to explore the latest trends and technologies as well as cultivate valuable business relationships with exhibitors, helping them make informed decisions and investment plans. Ticket availability for the two Agribusiness Days is limited.

- **International Farmers Day, Wednesday, 12 November**

On Wednesday, decision-makers and investors from leading international agricultural regions will be exploring the latest trends and technologies for their agricultural regions while cultivating business relationships and planning investments. The focus on this day of the trade fair will be on France, Canada and the Czech Republic.

- **Digital Farm Day, Thursday, 13 November**

Machinery dealers, contractors and farms will receive the latest information - trends, strategies, products - on future topics such as robotics, automation, AI and precision farming. In keeping with this year's guiding theme of "Touch Smart Efficiency", the focus will be on greater efficiency through digitalization.

- **Young Professionals Day, Friday, 14 November**

The focus is on catering to the interests of young professionals and students worldwide: first-class networking opportunities and career information, live demos and discussions. This year, the Young Farmers Party has been moved to Friday for as part of the Young Professionals Day.

- **Celebrate Farming, Saturday, 15 November**

"Celebrate Farming" highlights the achievements of the agricultural technology sector, including agricultural contractors and farmers. Together, we honor the accomplishments, innovations, and future of agriculture.

More details about the new concept [here](#).

Tickets and opening times

The trade fair will be open daily from 9:00 a.m. to 6:00 p.m. over seven days from November 9 to 15.

The online ticket shop for Agritechnica 2025 will open in July. Visitors can purchase tickets in advance at a discounted price. Current ticket prices can be viewed here:

<https://www.agritechnica.com/de/besuchen/tickets-oeffnungszeiten:>
<https://www.agritechnica.com/en/visit/tickets-opening-hours>

Travel and accommodation

Traveling to Agritechnica 2025 is simple and convenient—whether by train, car, or plane. DLG is currently exploring additional connections to major European airports to offer further options. The exhibition grounds are easily accessible from Hanover Airport via public transportation and a dedicated shuttle service. Hotel recommendations and affordable accommodation are offered by Get2fairs, the “Selected Hotels” program and Hanno Fair Events, among others. Further providers and more information on travel and accommodation can be found here:

<https://www.agritechnica.com/en/visit/travel-accommodation.>

The DLG works with more than 50 international partners to offer tailored trips:
<https://www.agritechnica.com/en/visit/travel-accommodation/travel-partners>

Current updates on Agritechnica

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About DLG

With more than 31,000 members, DLG is a politically independent and non-profit organisation. DLG draws on an international network of some 3,000 food and agricultural experts. DLG operates with subsidiaries in 10 countries and also organizes over 30 regional agricultural and livestock exhibitions worldwide. DLG’s leading international exhibitions, EuroTier for livestock farming and Agritechnica for

agricultural machinery, which are held every two years in Hanover, Germany, provide international impetus for the local trade fairs. Headquartered in Frankfurt, Germany, DLG conducts practical trials and tests to keep its members informed of the latest developments. DLG's sites include DLG's International Crop Production Centre, a 600-hectare test site in Bernburg-Strenzfeld, Germany and the DLG Test Centre, Europe's largest agricultural machinery test centre for Technology and Farm Inputs, located in Gross-Umstadt, Germany. DLG bridges the gap between theory and practice, as evidenced by more than 40 working groups of farmers, academics, agricultural equipment companies and organisations that continually compare advances in knowledge in specific areas such as irrigation and precision farming. www.dlg.org