



# AGRI TECHNICA

*The World's No.1*



Preview AGRITECHNICA  
CLIMMAR congress  
4 October 2013

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12 – 16 November 2013, Hanover, Germany  
10 + 11 November 2013 Preview Days

# AGRITECHNICA



People

Machinery

Innovations



The future of agricultural machinery!



# Agenda

- 1 What makes it unique
- 2 Internationality in a new dimension
- 3 Clear structure
- 4 New Highlights & Accompanying programme
- 5 Useful tips for dealers



# Agenda

1 What makes it unique

2 Internationality in a new dimension

3 Clear structure

4 New Highlights & Accompanying programme

5 Useful tips for dealers



# AGRITECHNICA – The World`s No. 1

## What makes it unique



### **Completeness and size of the programme**

- ▶ The entire technology for professional plant production
- ▶ 410,400 sqm / 41 hectares exhibition under roof



# What makes it unique



1

## Innovations

- ▶ THE innovation forum for the ag industry - forward-looking and visionary
- ▶ Companies orient their innovation cycles specifically to AGRITECHNICA
- ▶ Visitors, press and dealers know this cycle
- ▶ AGRITECHNICA GOLD and SILVER medals for award-winning ag machinery (Total 393 / G4 / S33)

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# What makes it unique

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## Internationality

- ▶ 97,600 international visitors from 114 countries
- ▶ and 321,000 visitors from Germany

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# What makes it unique

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## High quality of exhibitors and visitors

- ▶ 82% of the international visitors are decision-makers or influence the investment decision
- ▶ Presence of all the world's leading ag machinery manufacturers represented by their headquarters, not through dealers

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# What makes it unique

## 1 Clear Structure

- ▶ Clear structure through strict product group concept
- ▶ Division into product groups → Exhibitor is allocated according to his product group and stays in his competitive environment
- ▶ Visitors are quickly able to find their way through the Exhibition Grounds



# What makes it unique

- 1 **▶ Technical forums in the exhibition halls:**  
Presentation + discussion of the latest topical themes every hour.  
International topics simultaneously translated into English
- 2 **▶ Conferences, congresses and events in the Convention Centre**  
In total over 200



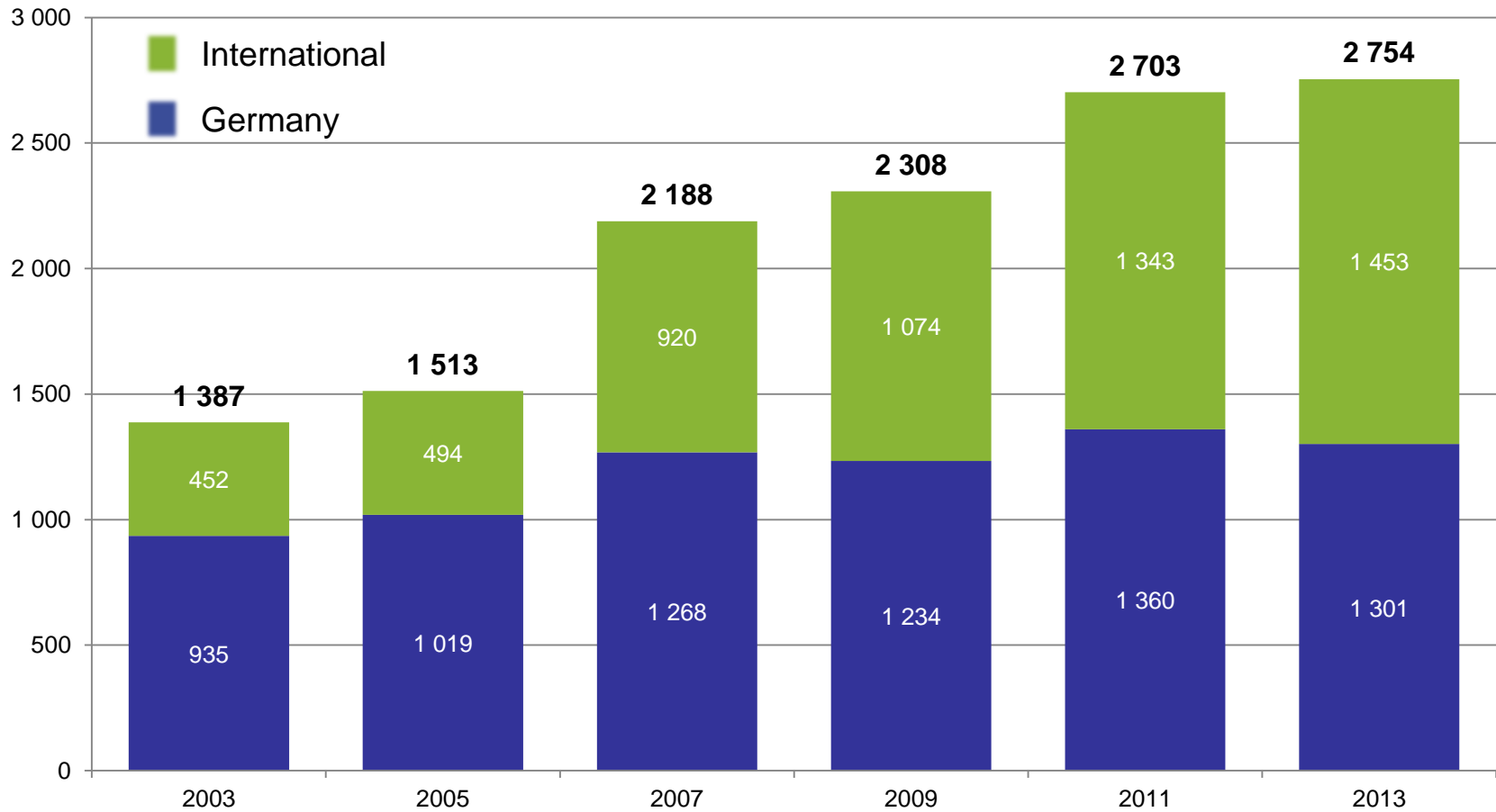
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# Review of AGRITECHNICA

## Development of exhibitors



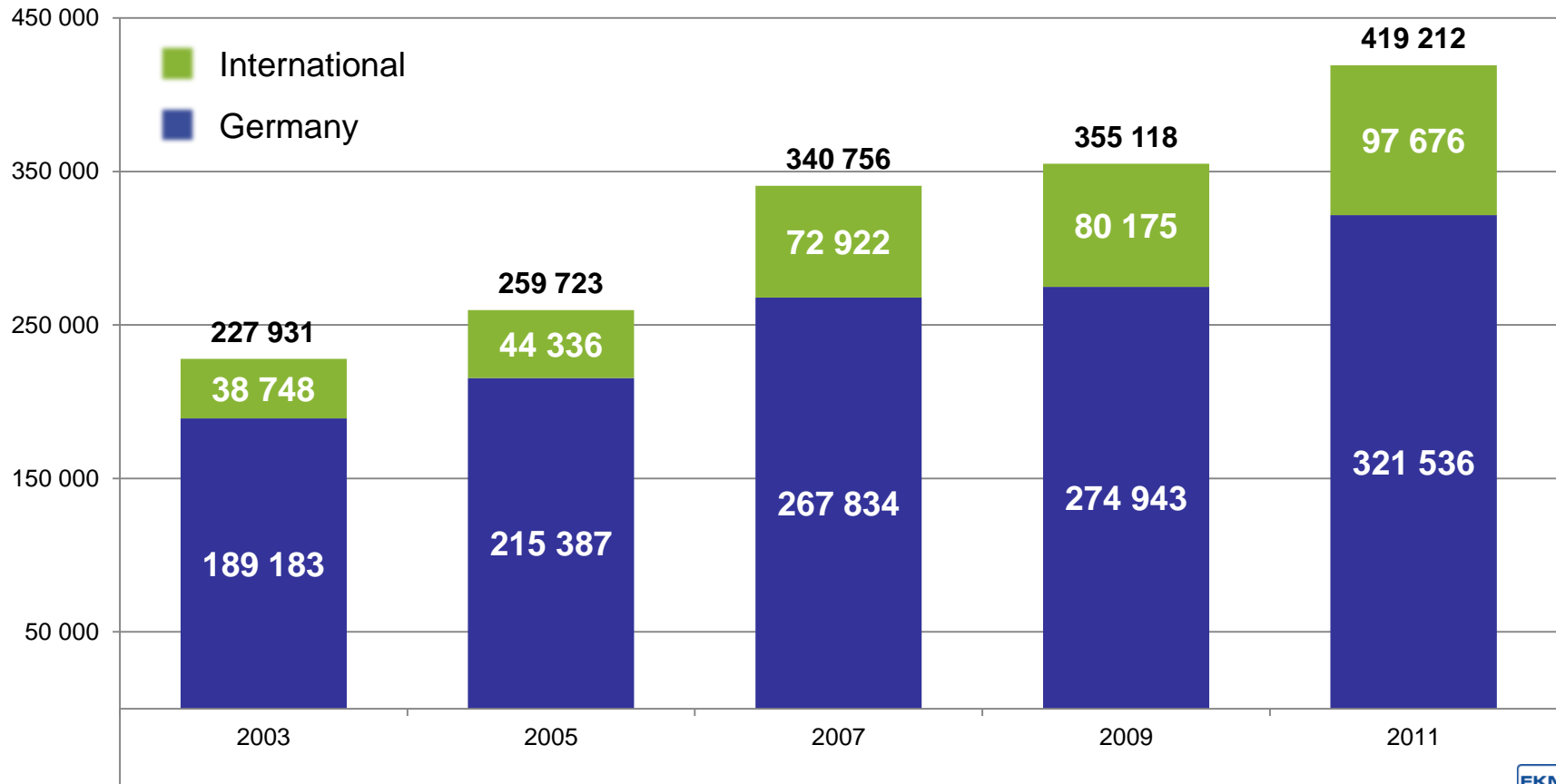
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# The international meeting point: Development of visitors



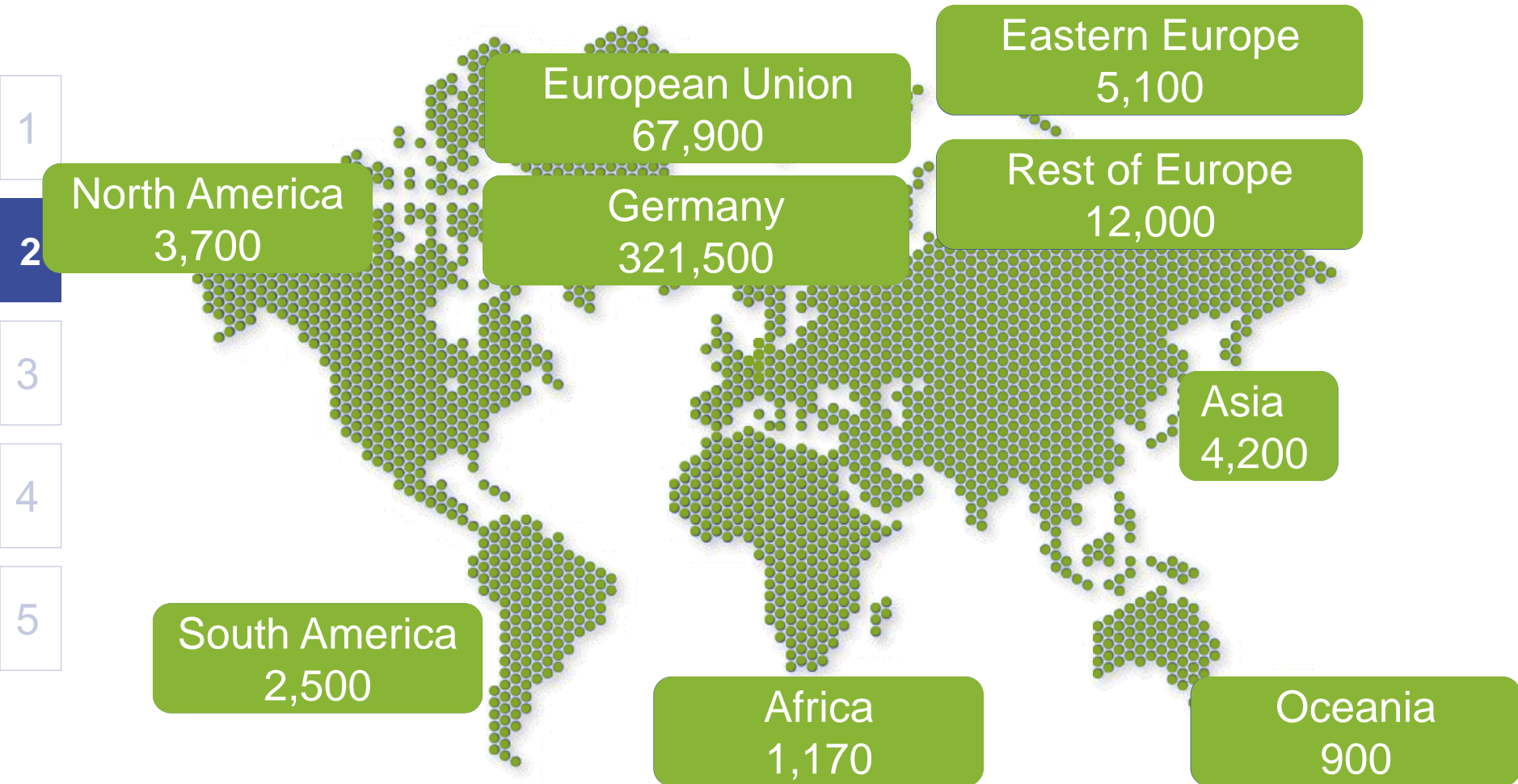
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Approved figures



# International crowd puller – decision-makers and investors from all over the world



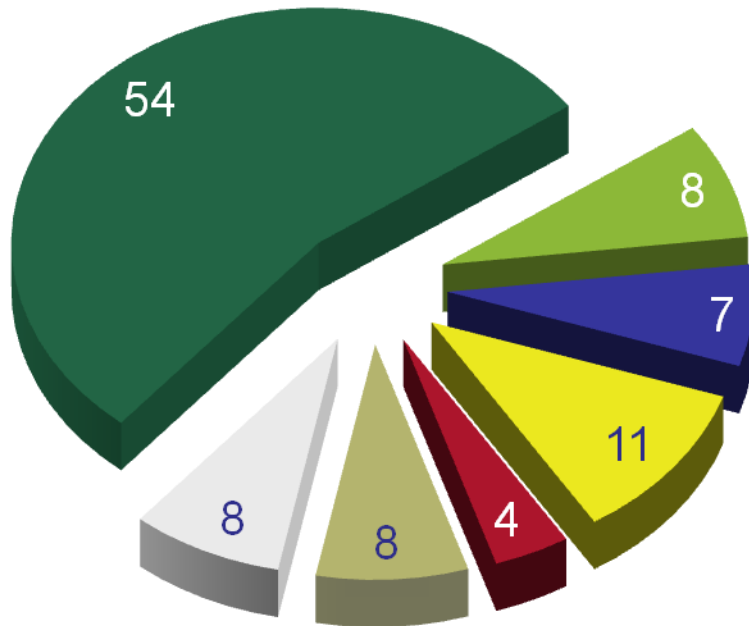
Approved figures



# Strong expert public: Visitors by business sectors 2011



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- Farm / agricultural enterprise / machinery ring
- Private contractor
- Trade / distribution
- Industry / components
- Forest management
- Universities / training / federations / business associations / consultancy
- Others (including technology for municipal applications / landscape conversation)



Approved figures



# Agenda

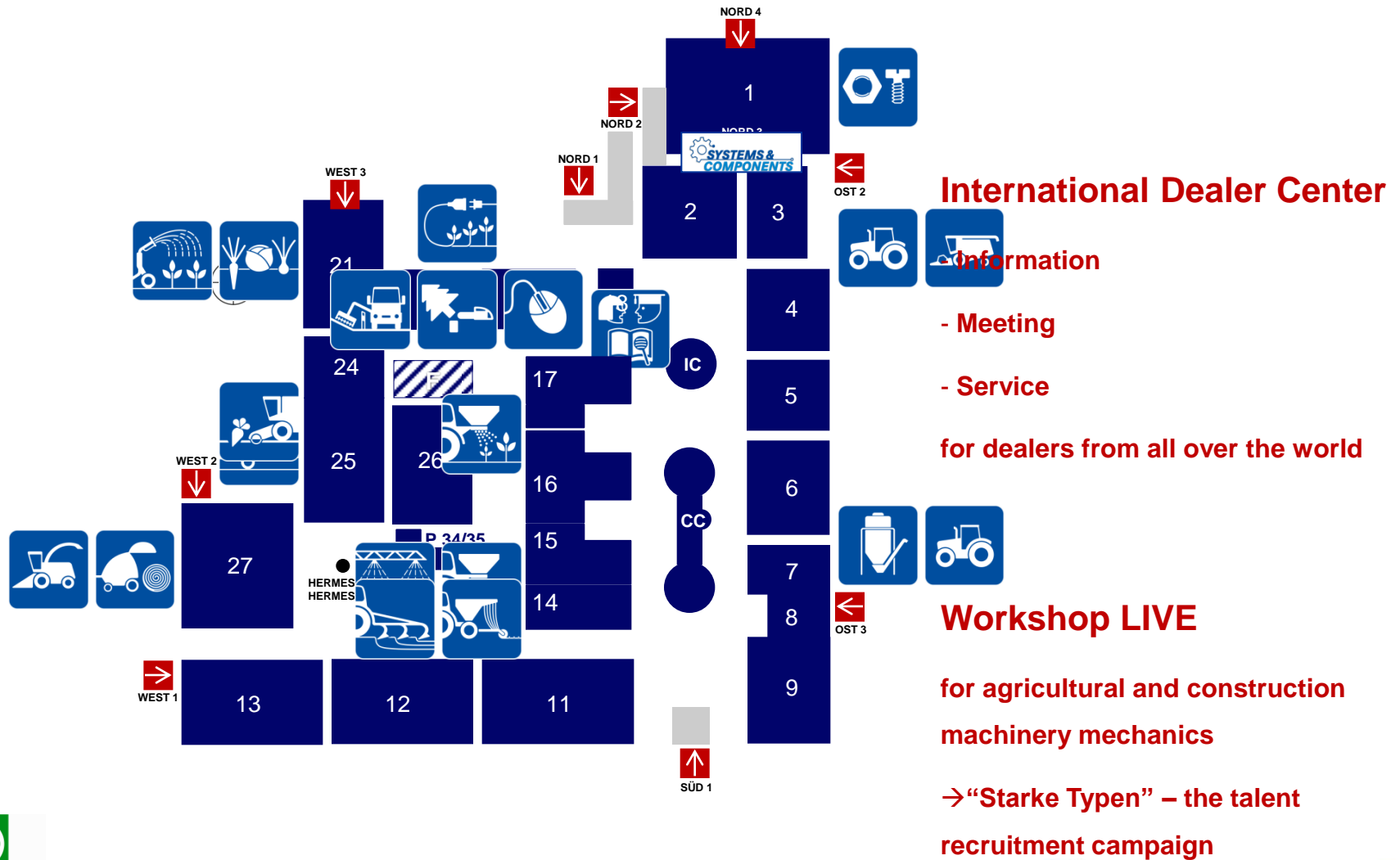
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# AGRITECHNICA 2013: the hall plan

## 41 ha of exhibition grounds



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# Werkstatt Live Arena

## Demonstration / Training / Advice



→ **Agri-mechanics** → A bright future for young people

- Workshop LIVE will arouse the interest of young people with
  - Practical demonstration of maintenance
  - Conversion work on latest machinery & equipment

• Supported by:



# Werkstatt Live Arena

Dr. Ursula v. d. Leyen  
supports Workshop Live

Federal Minister of Labour and  
Social Affairs of the Federal  
Republic of Germany



# Werkstatt Live Arena



NEW

- Concentration on 12 to 25 year old
- New form of interaction on the stand with interviews, international impressions via movies and live communication on facebook, twitter, YouTube, instagram
- LandBauTechnik Bundesverband is present with board and the team for Workshop Live in 3 forums addressing different target groups under the umbrella of the topic „young professionals“



## Die Werkstatt LIVE Arena

TECHNIK FÜR



STARKE TYPEN



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## Die Werkstatt LIVE Arena

TECHNIK FÜR > S > KE TY



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# International Dealer Center

Dealer and dealer networks have to meet growing demands from machinery industry as well as customers

→ the international dealer center provides:

- Infopoint Masterschools
- Dealers contacts
- universal advisory
- Infopoint education

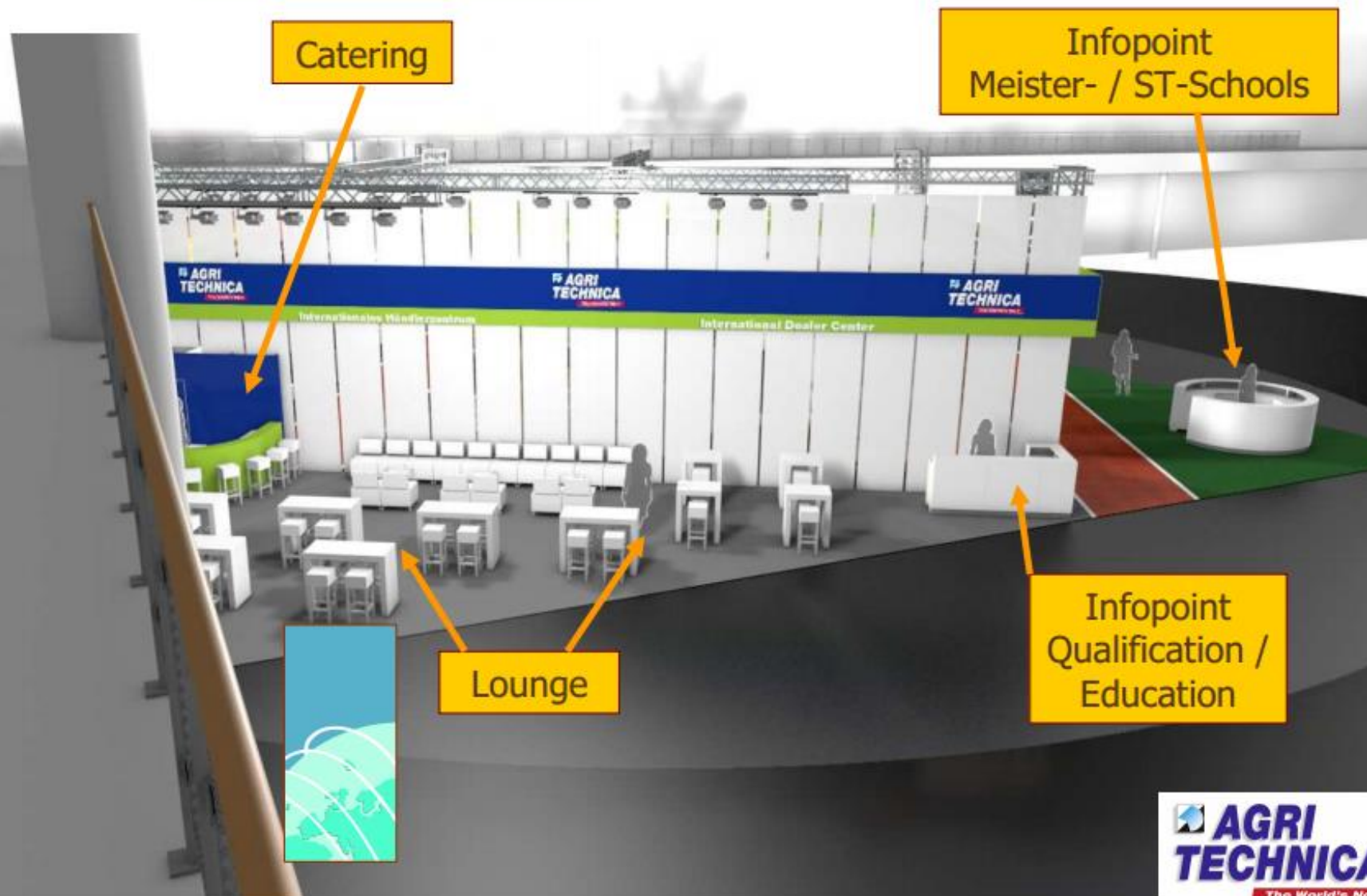




# International Dealer Center

- 1 • Dealers are invited as long as they want to stay
- 2 • Lounge & meeting point for the members and staff
- 3 • new: meeting possibility for manufacturers / service offers with dealers
- 4 • national experts helping to create a dealer network in Germany
- 5 • New Match & Meet service





# New Dealer Magazine

- 1 • Renewed: „Agritechnica Dealer Magazine“
- 2
- 3 • in English and French
- 4 • with a lot dealer items
- 5 • Distributed by CLIMMAR members mid July



# Second hand Equipment Center

- 1
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- A must-visit area for used machinery dealers
  - Networking Platform for
    - Retailers
    - Dealers
    - used machinery forums
    - auction companies
    - insurance, transports and price guide
  - With information on used machinery for various countries and agricultural sectors



# New concept Match & Meet

- 1
  - ▶ Business Matchmaking for initiating business and cooperation arrangements for industry and trade → unique additional networking opportunity
- 2
  - ▶ Online-Registration via AGRITECHNICA homepage with company profile and user profile
- 3
  - ▶ Software matches inquiries and fixes appointments of registered customers on-site
- 4
  - ▶ Meeting in S&C Lounge in hall 1 or on exhibitor stand



# New concept Match & Meet

Firma, Beschreibung, An **SUCHEN**

[Erweiterte Suche](#)  
[Alle Profile auflisten](#)

[Meine Startseite](#)

[Neue Meetings anfragen](#)  
[Termine](#)  
[Meine Bewertungen](#)  
[MyMatch](#)  
[Kontakte](#)  
[Nachrichten](#)

[Besucherprofil](#)

[Unterstützung anfragen](#)  
[Logout](#)



Hanover/Germany 12-16 November 2013  
Preview days: 10 + 11

**45** DAYS TO GO

## Teilnehmerliste

Alle [Algeria](#) [Argentina](#) [Australia](#) [Austria](#) [Belgium](#) [Brazil](#) [Canada](#) [China](#) [Croatia](#) [Denmark](#) [Finland](#) **France** [Germany](#) [Ghana](#) [Greece](#) [Hungary](#) [India](#) [Iran, Islamic Republic of](#) [Ireland](#) [Italy](#) [Japan](#) [Korea, Republic of](#) [Netherlands](#) [Nigeria](#) [Pakistan](#) [Poland](#) [Russian Federation](#) [Serbia](#) [Slovenia](#) [Spain](#) [Sweden](#) [Switzerland](#) [Taiwan, Province of China](#) [Turkey](#) [Ukraine](#) [United Kingdom](#) [United States](#) [Uzbekistan](#)

### FRANCE

AGRIEST S.A.	<a href="#">Website</a>
CARRE S.A.S. Constructions Mécaniques	<a href="#">Website</a>
Dura Products Sarl	<a href="#">Website</a>
Remorques Gourdon	<a href="#">Website</a>
Stark Industries Sarl	<a href="#">Website</a>
TECNOMA TECHNOLOGIES SAS	<a href="#">Website</a>
TRAVEN Technology	<a href="#">Website</a>



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TO GO

## Navigator-NM Ltd.

39 Energetikov St.  
614065 PERM  
Russian Federation

[Standort anzeigen](#)

<http://www.nm-agro.ru>

**Halle:** 18 **Stand:** A10



### agricultural machinery

Navigator - Neuer Maschinenbau is a factory located in Perm, Russia. It is an expert in the field of haylage. The factory produces a wide range of machinery for agriculture: disk mowers and mower-conditioners, tedders, rakes, rotary rakes, round balers, bale carriers, wrappers (single & in-line), bale cutters, bale loaders and tillage equipment. The factory is a subsequent proprietor of "Permtelmash-Agro" CJSC tracing its history back to 1998.

### AGRICULTURAL MACHINES AND MUNICIPAL VEHICLES

#### Was wir anbieten

Navigator - Neuer Maschinenbau produces machines for agriculture: round balers, wrappers, bale unwinders, front loaders, cultivators - and municipal vehicles: snow-blowers, road sweepers, blades, chevols. Navigator



#### Ansprechpartner:

Frau Elena Ovchinnikova  
Import Supply Manager



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# New concept Match & Meet

[Unterstützung anfragen](#)  
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## agricultural machinery

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## AGRICULTURAL MACHINES AND MUNICIPAL VEHICLES

### Was wir anbieten

Navigator - Neuer Maschinenbau produces machines for agriculture: round balers, wrappers, bale unwinders, front loaders, cultivators - and municipal vehicles: snow-blowers, road sweepers, blades, shovels. Navigator - Neuer Maschinenbau is an enterprise of a full production cycle (it includes preparation, welding, painting, assembling). This enables the factory to reduce the cost of the produced machines.



### Wonach wir suchen

We are looking for new customers and suppliers of low-cost high-quality parts for our machines.

### Schlagwörter

- Mobile Ladetechnik
- Ernte
- Forst-, Kommunaltechnik und Landschaftspflege

### Ansprechpartner:

**Frau Elena Ovchinnikova**  
 Import Supply Manager



[TERMIN ANFRAGEN](#)

### Meine Bewertung:

☆☆☆☆☆

[← zurück zur Liste](#)

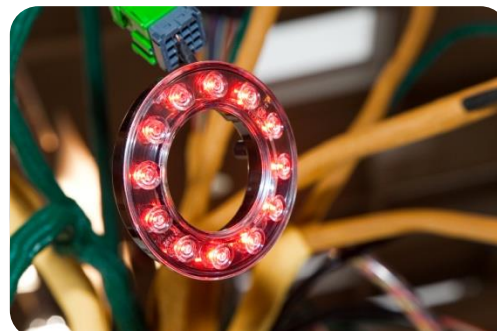




# **SYSTEMS & COMPONENTS**

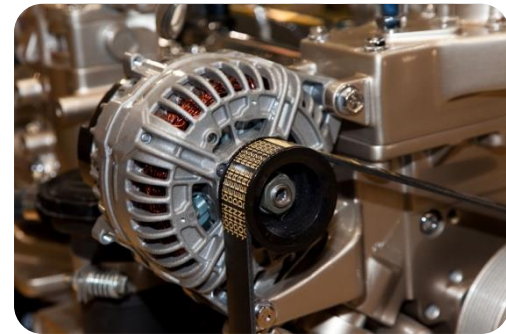
**The special exhibition for systems, modules, components and accessories in the agricultural machinery and equipment industry**

- Over 700 exhibitors from the parts supply industry for agricultural machinery and equipment and related sectors



# **SYSTEMS & COMPONENTS**

- Over 70 000 expert visitors from all over the world came in 2011 to use the chance of gathering information about innovations, procurement options and the competition
  - purchasing & procurement, strategic purchasing
  - research & development and trade
  - end customers such as farmers and contractors use Systems & Components for direct exchanges with suppliers



## 1 Clear arrangement

- “Systems & Components” is located in **Halls 1, 2 and 3**
- Companies from the parts supply industry seeking contacts with **purchasing & procurement, strategic purchasing, research & development** at OEMs and with trading companies are primarily located in **Hall 1**
- All the companies in the supply industry also seeking contacts with end customers such as **farmers and contractors** have stands primarily in **Halls 2 and 3**.



# NEW – Systems & Components Lounge

Central meeting place for the entire sector of the supply industry with

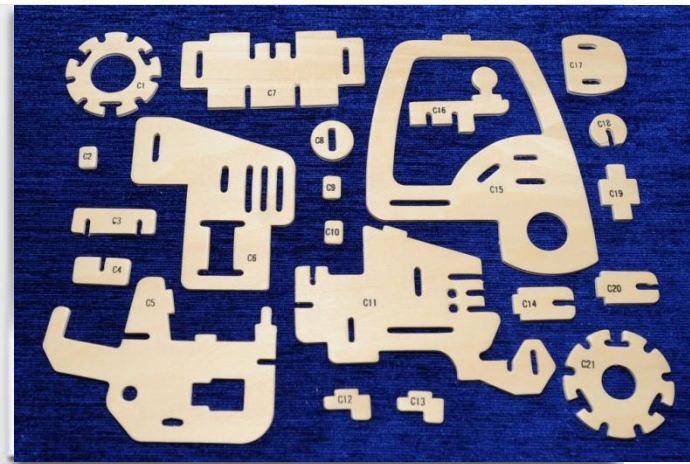
1. S&C Forum
2. Show “Ag Machinery in detail”
3. Match & Meet Service
4. Meeting Rooms



# Fascination for details

## 1 „Ag Machinery in detail“

- ▶ Dismantling of a tractor into its components in 6 days – go with us to the last detail
- ▶ An accompanying educational program presents the components, trends and developments for the most important systems

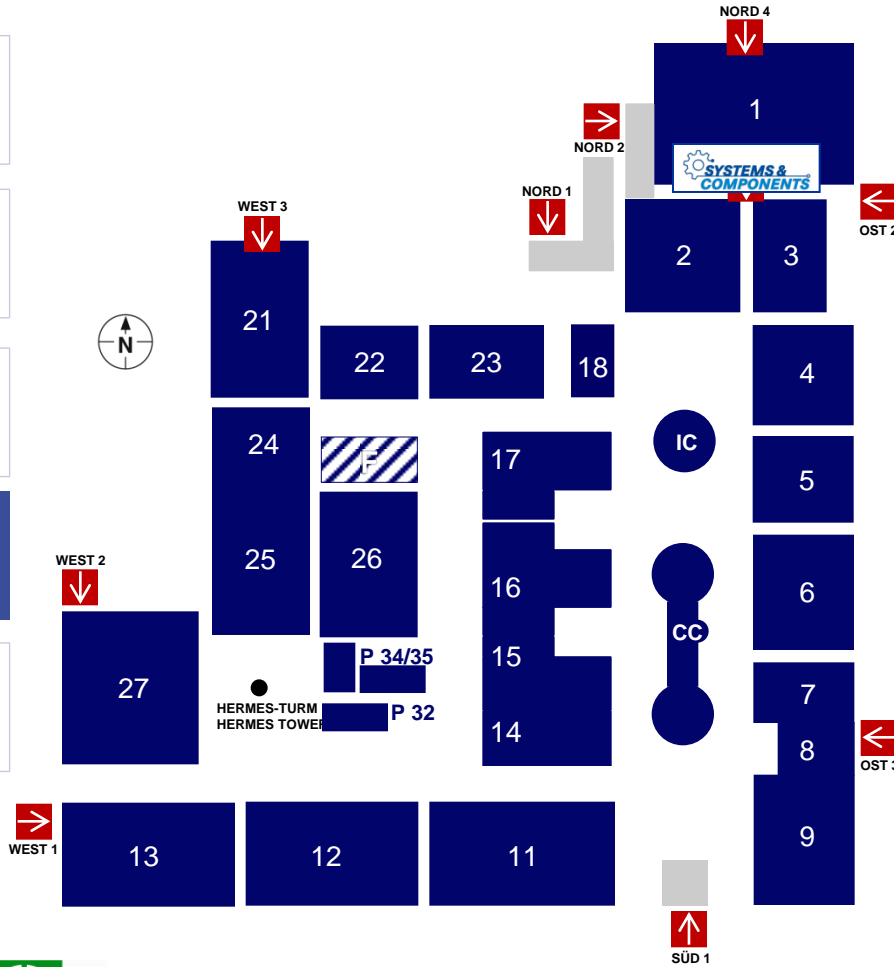


# AGRITECHNICA 2013

## Accompanying programme



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**Special Exhibition "The World's No.1"**  
 → Hall 17  
**Equipment and Services**  
 → Hall 17  
**Special "Rice Production"** → Hall 17  
**Special "Systems & Components"**  
 → Hall 2  
**Forum 1 "Technology & Management"**  
 → Expo Pavilion 34  
**CAMPUS** → Universities and colleges  
**International Visitors Lounge**  
 → Expo Pavilion 35  
**Peterson Brothers on stage**  
 → Expo Pavilion 35



# Show Special SMART FARMING

## - updates for plant production

- ▶ Hall 17 B47, on 850 sqm, linked with Forum 1
- ▶ Focus on
  - navigation/sensor technology
  - controls and instrumentation
  - optimized hardware
  - data management
- ▶ Optimizing potentials to achieve efficient, site-appropriate plant production and at the same time support farmers in management decisions
- ▶ 23 companies with exhibits registered so far



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# New conference topics for the industry

## 1 **AGRITECHNICA conference series: „Ag Machinery International – Access to emerging markets“**

2 Countries in focus:

- ▶ Africa: South Africa, Tansania, Mozambique, Zimbabwe
  - ▶ Russia, Kazakhstan
  - ▶ India, China
- 5 ▶ information on emerging agricultural machinery and equipment markets and to facilitate contacts with actors





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# How to get information for your dealers

- 1 ▶ Poster
- 2 ▶ Visitor brochure
- 3 ▶ AGRITECHNICA banner on your website or in emails
- 4 ▶ Personal invitation by mail
- 5 ▶ Organization of a trip to Europe with visit of AGRITECHNICA, farms, sightseeing



# Hannover – centrally located and easy to access

- ▶ World`s largest exhibition venue
- ▶ Excellent range of hotels
- ▶ Exhibition railway station with ICE train stop directly at the site
- ▶ International airport
- ▶ Special offer with official carriers



In cooperation with:



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# Book your hotel now !

1

▶ **Hannover Marketing & Tourism**

<http://www.visit-hannover.com/content/view/full/389805>

Phone: +49 (0)511 - 12345 555

Fax: +49 (0)511 - 12345 556

E-Mail: [hotels@hannover-tourismus.de](mailto:hotels@hannover-tourismus.de)

2

▶ **Hanno-Fair Incoming** → Ms. Anette Burgdorf

<http://www.at.hanno-fair.com>

Phone: +49-5321-352020

Fax: +49-5321-342021

E-mail: [info@hanno-fair.de](mailto:info@hanno-fair.de)



# AGRITECHNICA Visitor Service to make you feel like at home



- ▶ We help to arrange farm or company visits, such as:
  - Farms around Hanover
  - Plants of machinery manufacturers close to Hanover (combines, implements)



# AGRITECHNICA Visitor Service

## Meet and relax in the International Visitors` Lounge

- 1
  - 2
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- ▶ Meeting point for international guests
  - ▶ Support with international requests
  - ▶ Free internet access
  - ▶ Hospitality (tea, coffee, soft drinks, sweets)



# Travel Partners

1

## Netherlands

Trekker Reizen

Tel: +31 (0)53 461 61 15

Mobile: +31 (0) 622 94 20 94

E-mail: [info@trekkerreizen.nl](mailto:info@trekkerreizen.nl)

Web: [www.trekkerreizen.nl](http://www.trekkerreizen.nl)

2

3

## France

CARLSON WAGONLIT TRAVEL

Tel. : 0820 21 00 12

Fax : 04 78 62 90 20

E-mail : [salons@carlsonwagonlit.fr](mailto:salons@carlsonwagonlit.fr)

4

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## Italy

MaiaService

Tel.: +39 320 8597678

E-mail: [emanuela@maiaservice.com](mailto:emanuela@maiaservice.com)

Web: [www.maiaservice.com](http://www.maiaservice.com)

## United Kingdom

Field Farm Tours Ltd

Tel no: 00 44 1636 616060

Fax: 00 44 1636 640282

Email: [info@fieldfarmtours.co.uk](mailto:info@fieldfarmtours.co.uk)

Web: [www.fieldfarmtours.co.uk](http://www.fieldfarmtours.co.uk)

## Belgium + Luxembourg

DLG Benelux

Tel: 0031 348 484 000

Web: [www.dlg-benelux.com](http://www.dlg-benelux.com)

E-Mail: [info@dlg-benelux.de](mailto:info@dlg-benelux.de)

## Austria

Reisewelt GmbH

Tel: +43 7 3265 96 62 16

Fax: +43 7 3265 96 62 20

E-mail: [k.klein@reisewelt.at](mailto:k.klein@reisewelt.at) Web:

[www.reisewelt.at](http://www.reisewelt.at)



# Travel Partner

1

## Switzerland

Voyageplan

Tel.: +41 21 96 64 41 1

Fax: +41 21 96 64 41 9

E-mail: [info@voyageplan.ch](mailto:info@voyageplan.ch)

Web: [www.voyageplan.ch](http://www.voyageplan.ch)

2

AGRAR REISEN

Tel.: +41 (0)62 834 71 61

Fax: +41 (0)62 834 71 00

E-mail: [sgauch@knecht-reisen.ch](mailto:sgauch@knecht-reisen.ch)

Web: [www.agrar-reisen.ch](http://www.agrar-reisen.ch)  
<http://www.agrar-reisen.ch>

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## Sweden

N&N resor Agritourssweden.se

Tel.: +46 511-502 46

Fax: +46 511-551 58

E-mail : [info@nnresor.se](mailto:info@nnresor.se)

Web: [www.nnresor.se](http://www.nnresor.se)

## Latvia

Tālrs.: +371 672 22 811

Fakss: +371 672 22 612

E-mail: [natalija@astrature.lv](mailto:natalija@astrature.lv)

Web: [www.astrature.lv](http://www.astrature.lv)

Mundus Travels

Tālrs.: +371 672 17 790

Fakss: +371 672 17 789

E-mail: [gatis@mundustravels.com](mailto:gatis@mundustravels.com)

Web: [www.mundustravels.com](http://www.mundustravels.com)

## Dänemark/ Denmark

EFFEKTIVT LANDBRUG hver dag

Phone: +45 63 38 25 49

Mail: [hago@effektivtlandbrug.dk](mailto:hago@effektivtlandbrug.dk)

Web: [www.landbrugnet.dk](http://www.landbrugnet.dk)





# Travel Partner

## Polska

1 DLG AgroFood Sp. zo.o.

Tel.: +48 61 639-09 25

Tel./ Fax: +48 61 858-48-48

E-mail: [a.bartkowiak@dlg-pl.pl](mailto:a.bartkowiak@dlg-pl.pl)

Web: [www.dlg-agrofood.pl](http://www.dlg-agrofood.pl)

2

3 Biuro Podróży STARTOURS

Tel./Fax: +48 56 655 00 66

Tel. kom.: +48 668 10 32 72

E-mail: [aleksandra.dmytrasz@startours.com.pl](mailto:aleksandra.dmytrasz@startours.com.pl)

Web: [www.startours.com.pl](http://www.startours.com.pl)

4

5 **Czech Republic**  
BVV FAIR TRAVEL s.r.o.

Tel.: +420 541 159 190

Fax: +420 541 159 172

E-mail: [koznar@fairtravel.cz](mailto:koznar@fairtravel.cz)

Web: [www.fairtravel.cz](http://www.fairtravel.cz)



Biura Podróży: B.T. "Anna-Tours"

Tel./Fax: +48 91 421 1355

Tel./Fax: +48 91 421 05 30

E-mail: [annatours@odratravel.pl](mailto:annatours@odratravel.pl)

Web: [www.odratravel.pl](http://www.odratravel.pl)

Biuro Podróży i Turystyki CAPITOL

Tel.: +48 61 843 22 33

Fax: +48 61 847 91 79

Tel. kom.: +48 601 53 56 22

E-mail: [capitoltravel@o2.pl](mailto:capitoltravel@o2.pl)

## Hungary

AB Agro

Tel.: +36 1 201 1277

Tel./Fax: +36 1 201 1281

E-mail: [abagro@mail.datanet.hu](mailto:abagro@mail.datanet.hu)

Web: [www.abagro.hu](http://www.abagro.hu)



## Further tips to plan your trip

- **Ticketing:** Use the Online-Ticketing for single tickets or the advanced ticket booking (minimum 20 tickets per ticket type)
- **Further inquiries** like farm or company visits may be addressed to our visitor marketing unit:  
Tel.: +49 (0) 6924788-265, E-Mail: [expo@dlg.org](mailto:expo@dlg.org)





**Follow us to AGRITECHNICA 2013 !**

