



AGRI TECHNICA

The World's No.1



AGRITECHNICA 2015
CLIMMAR Conference Stockholm

Freya von Czettritz | 16 October 2015

Agenda

- 1 What makes it unique
- 2 Clear structure
- 3 Accompanying programme
- 4 New ticketing – significant changes

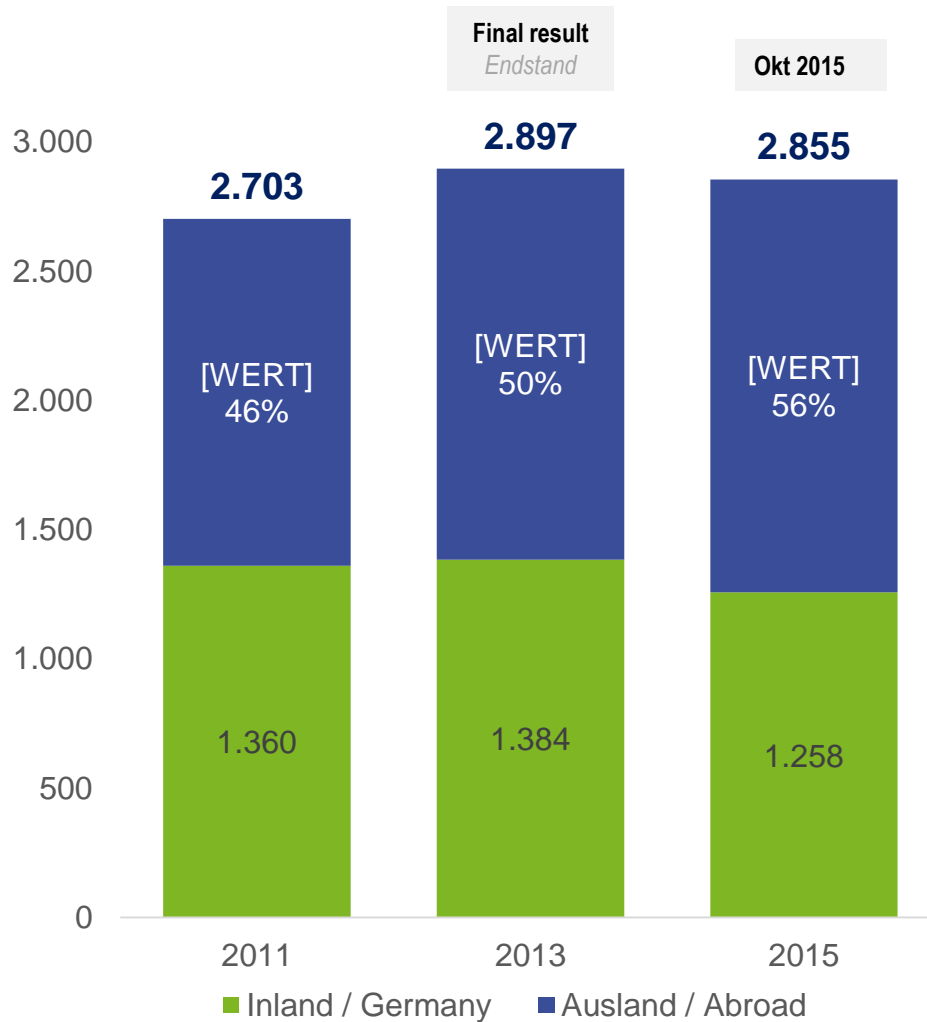


What makes it unique

- **Completeness** and **size** of the programme
- Forward looking and visionary **innovations**
- **Internationality** sensed everywhere
- High **quality** of exhibitors and visitors
- Clear **structure** with product group concept
- High class **technical forums and conferences**



Exhibitor Development



- Exhibitors from 52 countries
- 56% of the exhibitors come from abroad
- 23 halls full of agricultural machinery

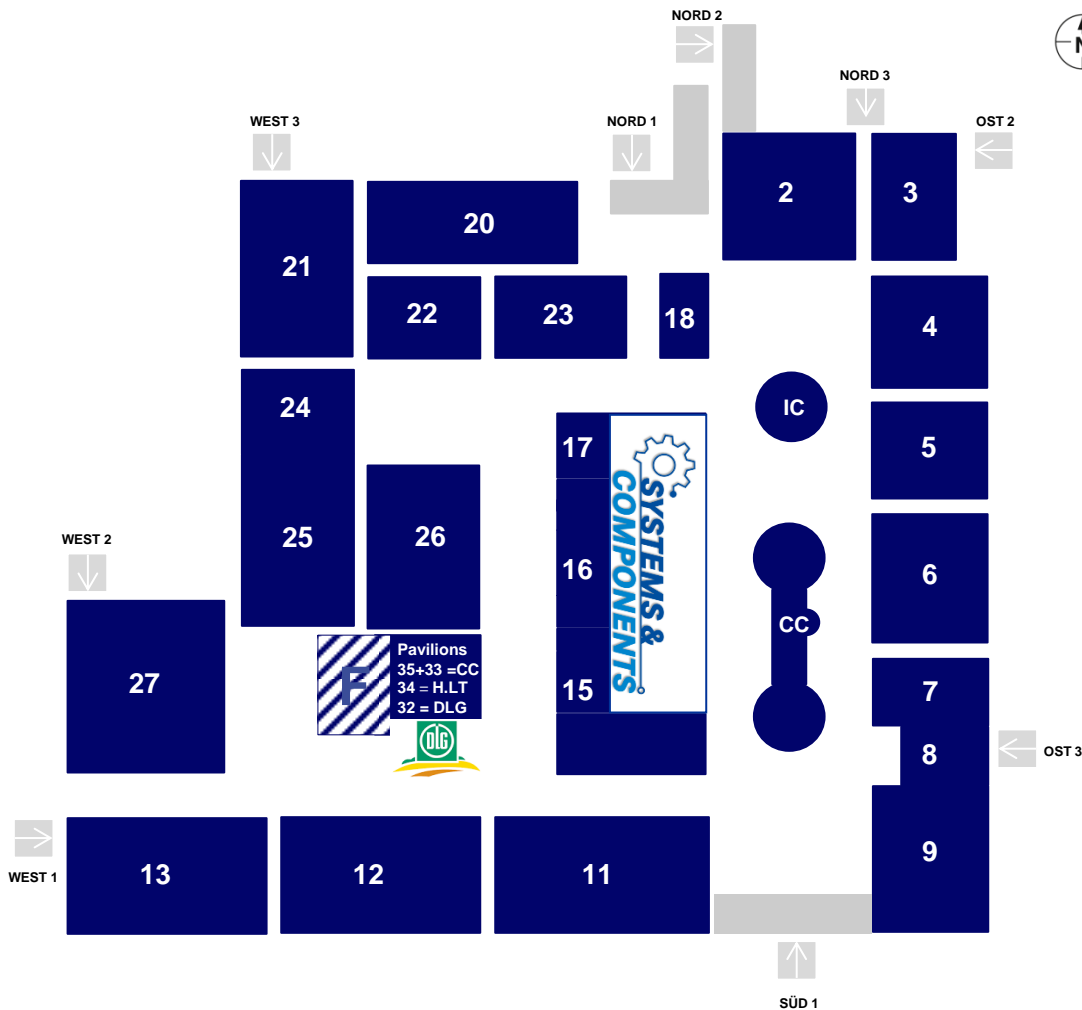


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Placement of product groups

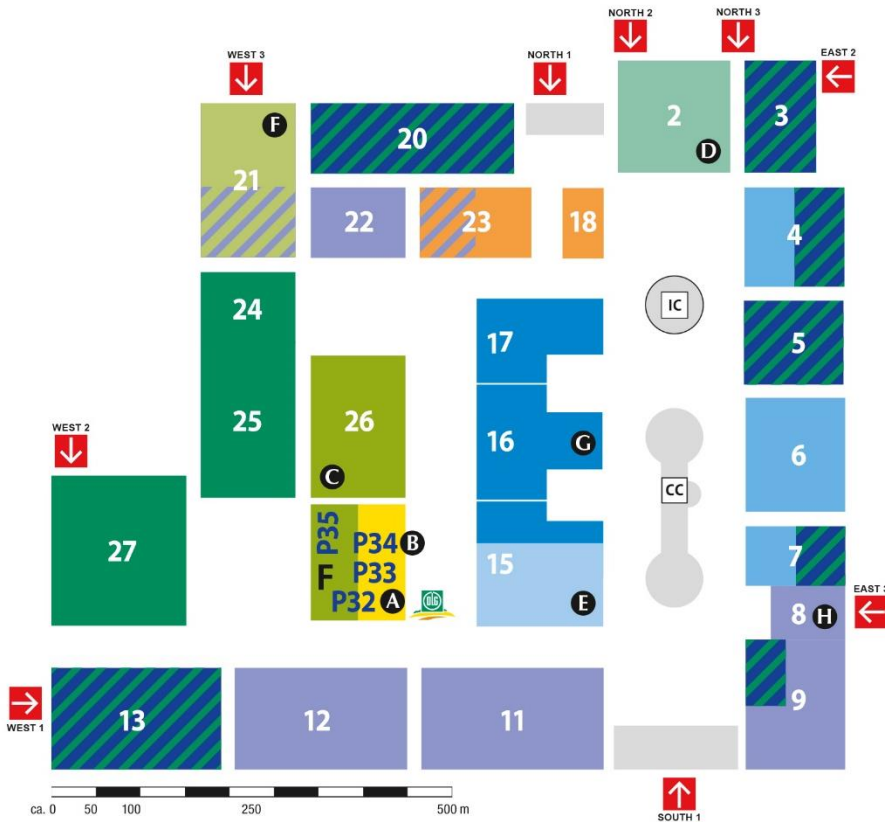


NEW

- New Hall 20 with Fullliner
- Tractors in every part of the showground
- Tillage and row crop work in hall 9 – 12
- Agricultural Electronics & Smart Farming in 15
- Harvesters 13, 27, 25, 24 (cereals and root crop)
- Trailers and loaders halls 4, 6, 7
- Traders Workshop + Used Machinery hall 2
- Organic fertilization hall 21, 22, 23
- Fruits Vegetables Special crops hall 21
- Energy hall 18, 23
- Systems & Components in hall 15 to 17
- Forestry and municipal equipment 26 + outdoor
- The wooden roof houses a new space:
the AGRITECHNICA Plaza



Key Areas of AGRITECHNICA



AGRITECHNICA PLAZA:

- A** DLG Stand
International Visitors' Lounge (P32)
Campus & Career (P33 + P35)
- B** Historical Agricultural Machinery (P34)
- F** Forestry Open-Air Area
- C** DLG Forestry + Wood Info Centre
- D** International Dealer and Service Centre
- E** Special „Smart Farming - Digital Cropping“
+ Forum
- F** Special „Major Crops Worldwide“+ Forum
- G** Special „Systems & Components“ + Forum
- H** Forum „Technology & Management“

Tractors	3, 4, 5, 7, 9, 13, 20
Tillage and Crop Management	8, 9, 11, 12
Mineral Fertilisation	9
Organic Fertilisation	21, 22, 23
Harvesting Technology	24, 25, 27
Combine Harvester	3, 4, 5, 7, 9, 13, 20
Transport and Loading Technology	4, 6, 7
Agricultural Electronics and Software	15
Used Machinery Trade, Dealer Center, Workshop Live	2
Fruit, Vegetables, Special crops, Irrigation	21
Forestry and Municipal Technology	26 + Forestry Open-Air Area
Energy	18, 23
Systems & Components	15, 16, 17
AGRITECHNICA Plaza	Forestry Open-Air Area + P 32 – P 35

Key Areas of Systems & Components



Hall 17:

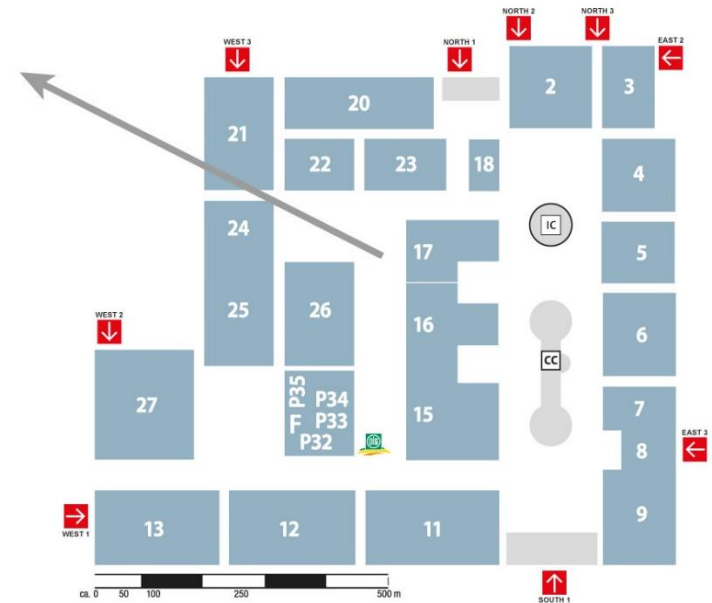
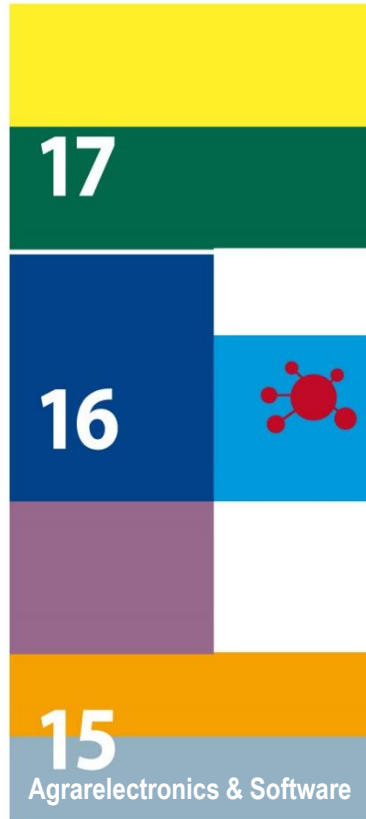
- Axles, drives, gearboxes
- Engines and motors
- Hydraulics

Hall 16:

- Hydraulics
- Cabins
- Electronics
- Systems & Components Lounge + Forum

Hall 15:

- Spare parts and wear parts



20 official country participations

A M E R I C A	Argentina	Hall 13 D57
	Brazil	Hall 9 B16
	Canada Manitoba	Halls 6 E08, 9 A10
	Canada Saskatchewan	Hall 12 B12
	USA	Hall 5 A36
	USA - North Dakota	Hall 5 E22
	USA - State of Iowa (NEU)	Hall 6 B51/52



E U R O P E	Finland	24 exhibitors in different halls
	Italy, Piedmont (NEW)	Hall 16 C05
	Croatia	Hall 13 D64
	Romania	Hall 9 A40 / 9 E30
	Russia	Hall 9 A30/31
	Sweden (NEW)	Hall 3 E18
	Serbia	Hall 8 B18
	Spain	21 exhibitors in different halls



20 official country participations

A S I A

China	Hall 15 B11
India (NEW)	Hall 17 B14
Japan	Hall 21 H02
Pakistan	Hall 16 F20

Germany - Federal State of Saxony	Hall 27 F56
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Subsidies for exhibitors from UK and Turkey



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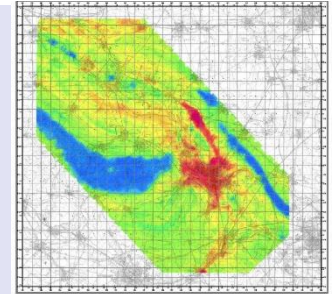


Supporting technical programme

“Digital Cropping” Special

Decode your site, understand your yields.

All aspects of digital mapping: recording, merging, evaluation, interpretation, consulting & Cropping Live Forum



“Major Crops” Special

All aspects of growing and managing rice, soybean, cotton, sugar cane.

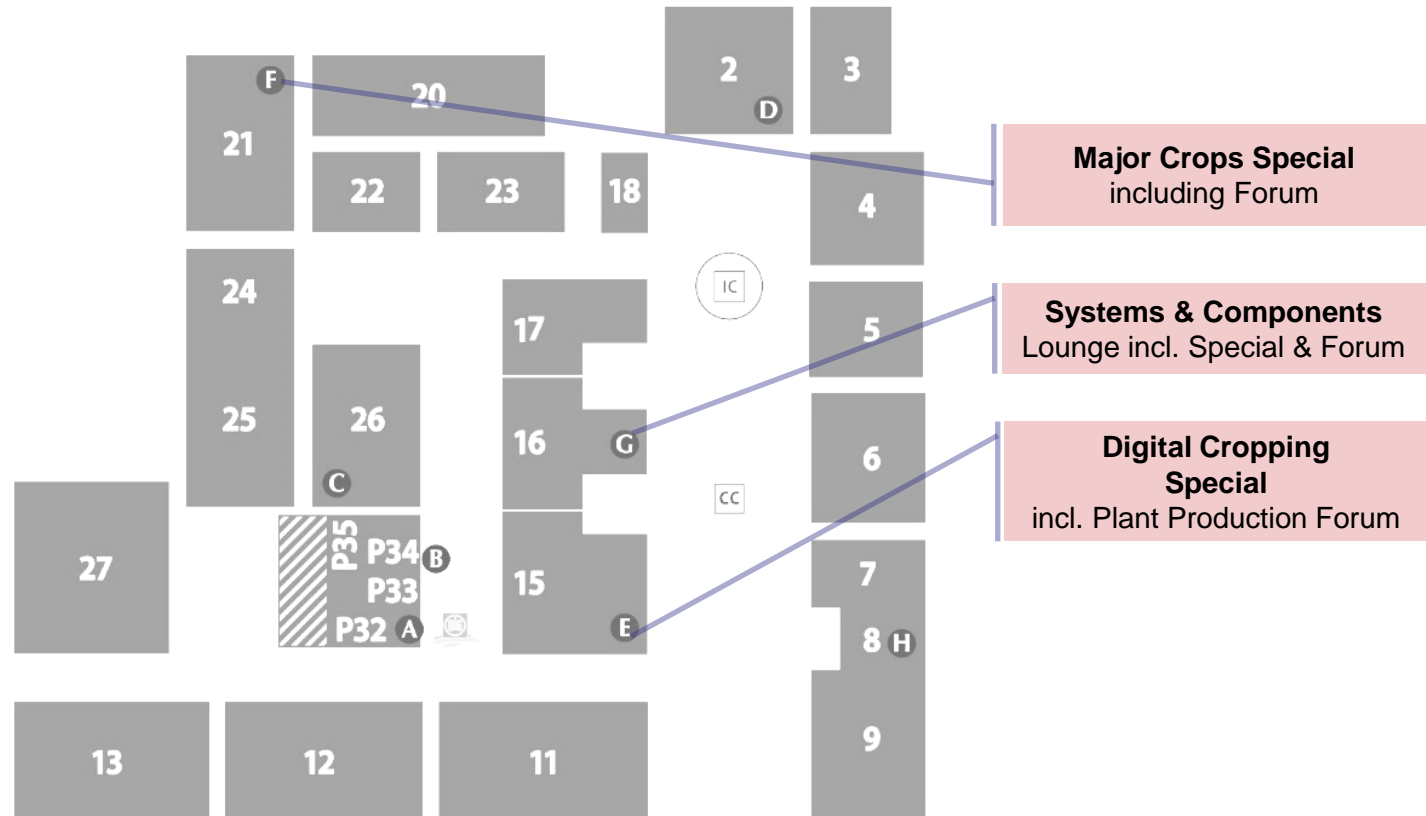


“System & Components” Special

- **Future Farming** → Efficiency, dependability, safety/ergonomics, environment/eco balance (CO2 footprint)
- Forums, circular pathways, Special Show
- As an highlight, a 3D printer will be displayed and shows what might be solutions in future



Supporting technical programme



International Dealer and Service Center and Workshop Live

For dealers
and future
farm &
construction
machinery
mechatronics

Services available at the Dealer and Service Center

Financing, Insurance, Logistics, Customs handling,
Used Machinery Forum, Legal Issues etc.

Workshop Live partners

plus
topical
talks

Technik:

- Claas – Schlepper AXION 830 CMATIC
- Krone – Ballenpresse BigPack 1270 XC
- Massey Ferguson – Schlepper 5613
- Lemken – Drillkombination Zirkon 8/300 mit Solitair 9/300 DS
- Husqvarna – Motorsäge 560 XP

Werkstatt-Ausrüstung:

- Bohnenkamp – Reifenmontiergerät
- Gedore – Werkzeuge
- Kramp – Werkstattausrüstung

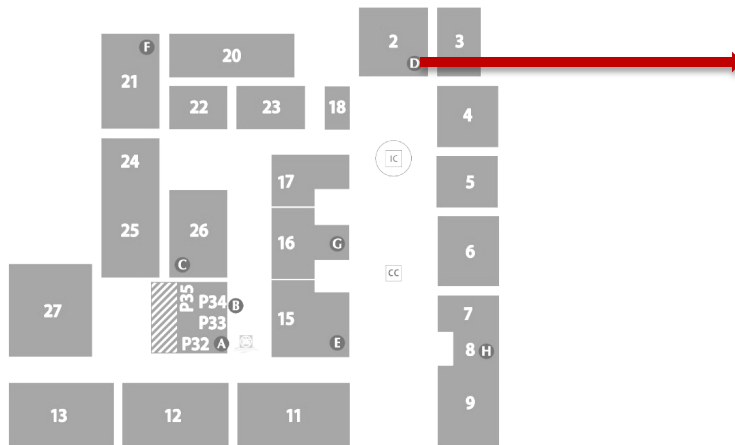
Ausbildung:

- LandBauTechnik Bundesverband e.V. mit angeschlossenen Landesverbänden und Innungen
- DEULA Westfalen
- Handwerkskammer Braunschweig-Lüneburg-Stade



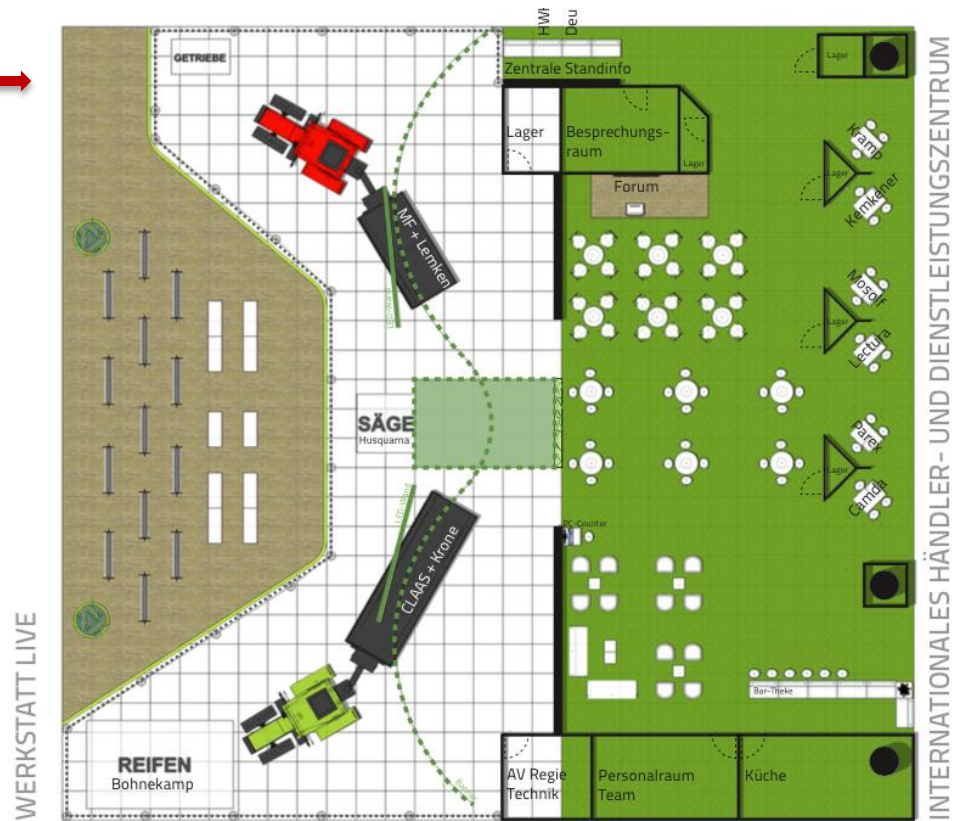
International Dealer and Service Center and Workshop Live

Hall 2



Partner

- CLIMMAR
- Land.Bau.Technik Bundesverband



International Dealer and Service Center and Workshop Live

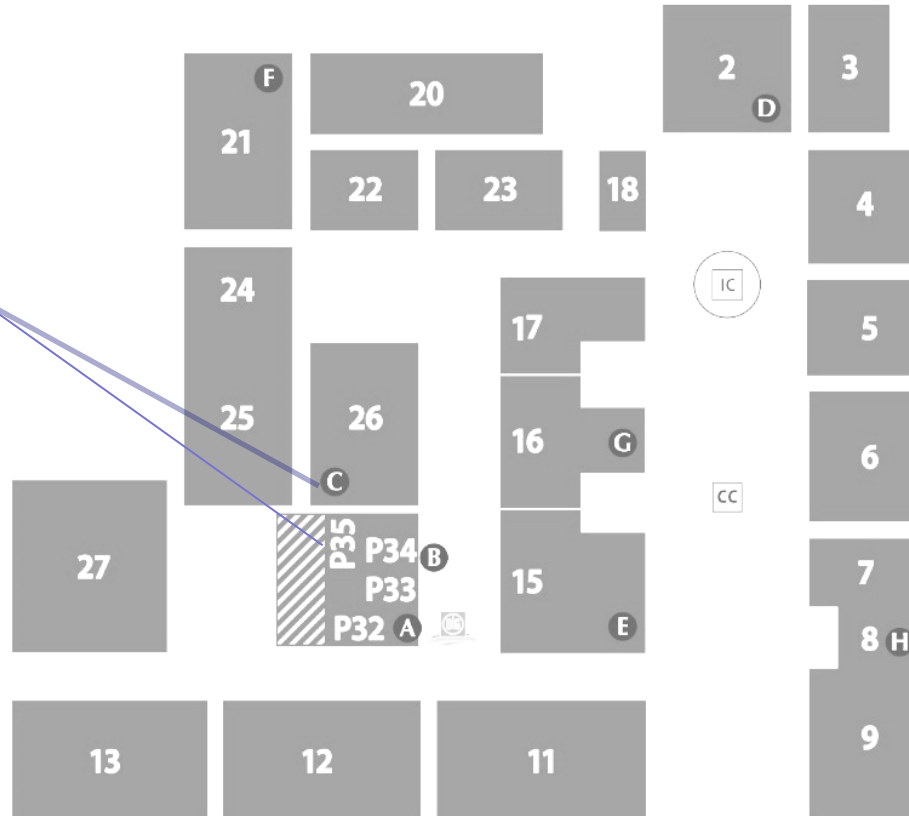


International Dealer and Service Center and Workshop Live



Supporting technical programme

Forestry & Timber
Info Center



Forestry & Timber Info Center

Forestry and Timber Info Center (Hall 26)

Safe forestry work and innovative technology as well as trends, field demonstrations; **Forestry Consultancy Center**



Event space 1 (outdoor area)

Cutting timber under tension, demonstrations of proper cutting techniques using a tension simulator



Event space 2 (outdoor area)

Efficient firewood processing - demonstrations of various firewood making chains from splitting to packaging



A series of conferences

“Ag Machinery International – Access to emerging markets“

Tuesday morning

Central Europe (Ukraine, Poland, Romania)

Tuesday evening

East Africa: (Ethiopia, Tanzania, Kenya)

Wednesday morning

Russia, Belarus, Kazakhstan

Thursday

Systems and Components International: BRIC markets in focus (Brazil, Russia, India, and China)

Programme

- Market information
- Best practice examples
- Panel discussion
- Matchmaking of participants
- Get-together



Supporting technical programme

AGRITECHNICA PLAZA

DLG Pavilion

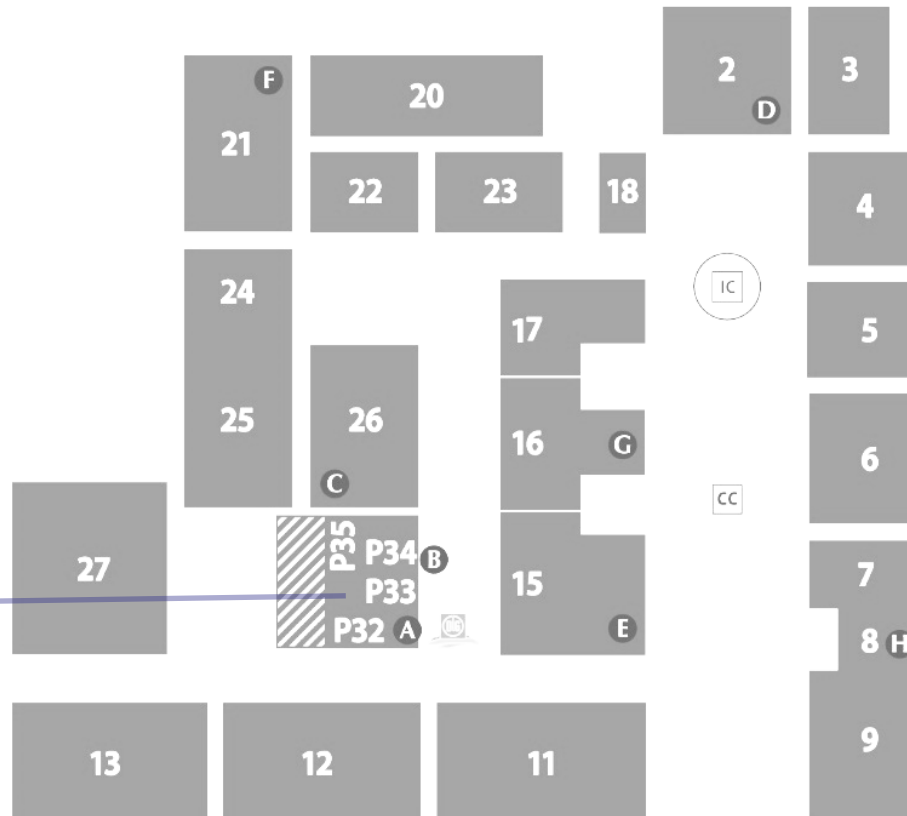
Featuring the special outdoor exhibition "Tractors"

International Visitors' Lounge

CAMPUS & CAREER

Companies, higher education institutions, Young DLG, Stage & activities

Forestry outdoor area



AGRITECHNICA Plaza

DLG Pavilion

- Provides for national and international networking
- Topical talks on cropping
- Presents its expertise in farm machinery testing



DLG Pavilion

Special show of tractors tested by DLG; vintage machinery show



Campus & Career

Companies, higher education institutions, Young DLG, stage & activities



Forestry outdoor area

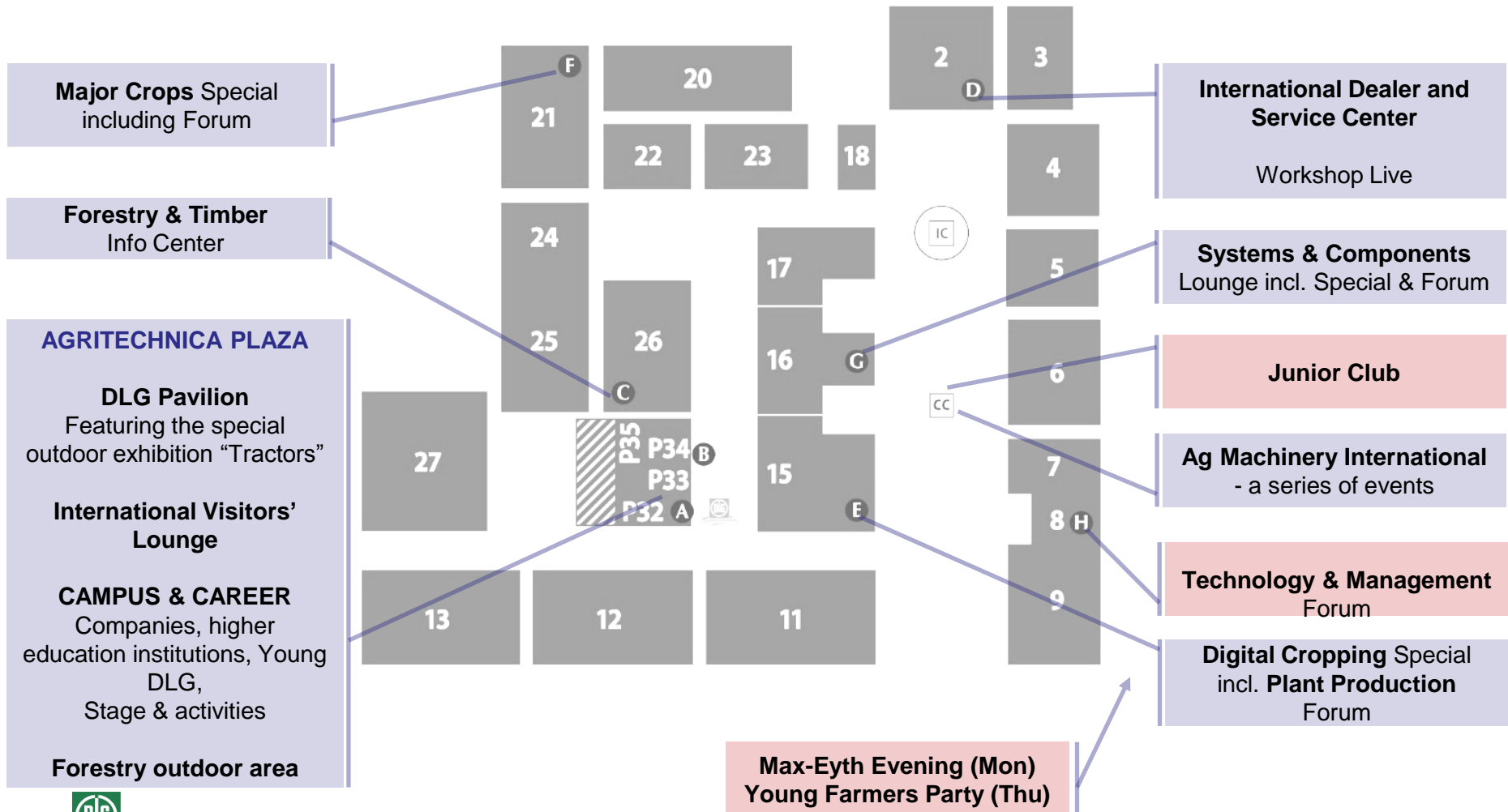
Forest equipment demonstrations



Gastronomy



Supporting technical programme



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New online ticket shop is available

Buy Ticket

Buy your ticket online and save up to 20%.

Buy Ticket

Redeem Voucher

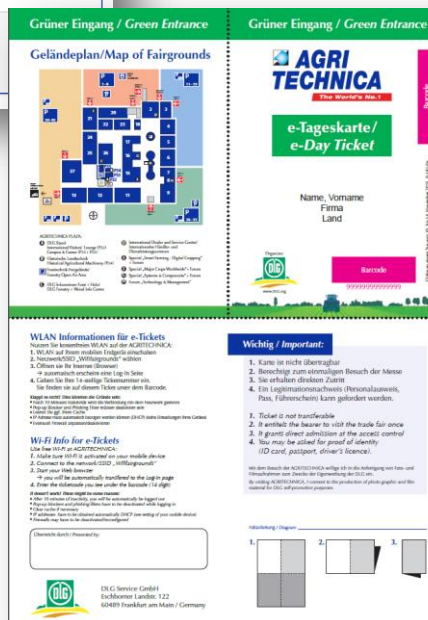
Have you received a voucher from a partner / exhibitor? Redeem it here to obtain your ticket.

Redeem Voucher

Register Ticket

Do you already have a ticket and want to register in order to take advantage of all **benefits** of myAGRITECHNICA?

Register Ticket



- Straightforward ticket selection
- Professional and fast processing
- User-friendly registration process
- 4h Free Wifi during exhibition



New: Voucher replaces VIP ticket

After following a short online registration, users can print or save their ticket



e.g. Passbook



E-Ticket print-out

Benefits for exhibitors

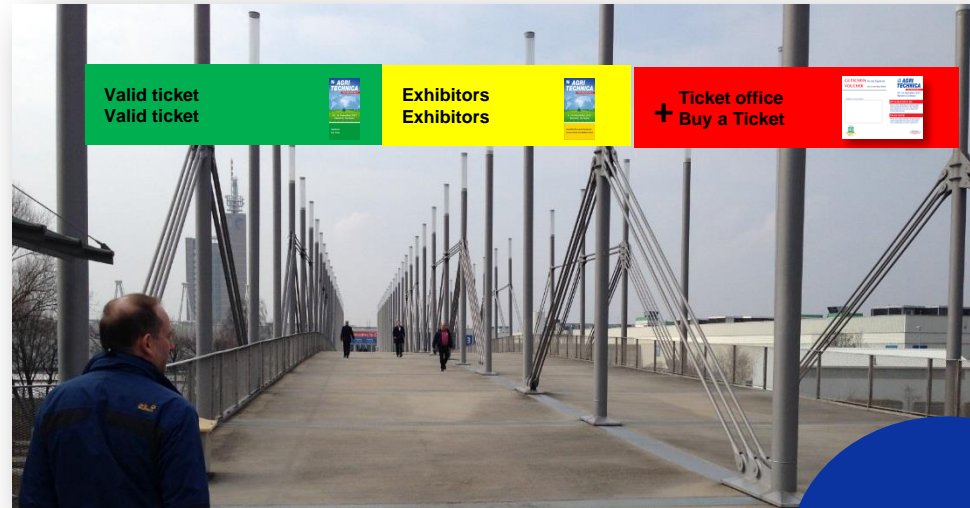
- Data of registered visitors is available more quickly
- Improved data quality from redeemed vouchers can be used for contacting customers

Benefits for visitors

- Registration in the comfort of their own home
- Admission via the Green Entrance
- Admission via the Green Entrance.
- Free Wi-Fi at the fair (four hours per day)




New: Direction signs at all entrances

- Direction system from car parks
- Buffer zones at bridges and in front of entrances
- Registration terminals for unredeemed vouchers
- More staff
- More communication – in advance and on site









Example

Colour code concept:

-  = Valid ticket
-  = Exhibitor/press
-  = without ticket or with unredeemed voucher



New ticket layout

Green entrance	Red entrance	Yellow entrance
 <p>Pre-purchased tickets with green background</p>	 <ul style="list-style-type: none"> Without ticket Ticket office 	 <ul style="list-style-type: none"> Exhibitors Press
 <p>Online tickets</p> <ul style="list-style-type: none"> Home-printed tickets Redeemed vouchers 	 <p>Unredeemed vouchers</p>	
 <p>Mobile tickets</p> <ul style="list-style-type: none"> Passbook M-Tickets 		



SumUp

- ✓ **AGRITECHNICA is fully booked**
- ✓ **Visitor groups from around the world are registering**
- ✓ **Diverse and international supporting technical programme**

LET'S ROLL! THE COUNT DOWN IS ON!

22 DAYS TO GO TO AGRITECHNICA





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THANK YOU