



Short Presentation of the AGRITECHNICA in Hannover

Marie SERVAIS
Projectmanager AGRITECHNICA

CLIMMAR Congress 5-7 October 2017



AGRI
TECHNICA[®]
THE WORLD'S NO. 1

CLIMMAR CONGRESS
2017

06 OCTOBER 2017
DLG | MARIE SERVAIS



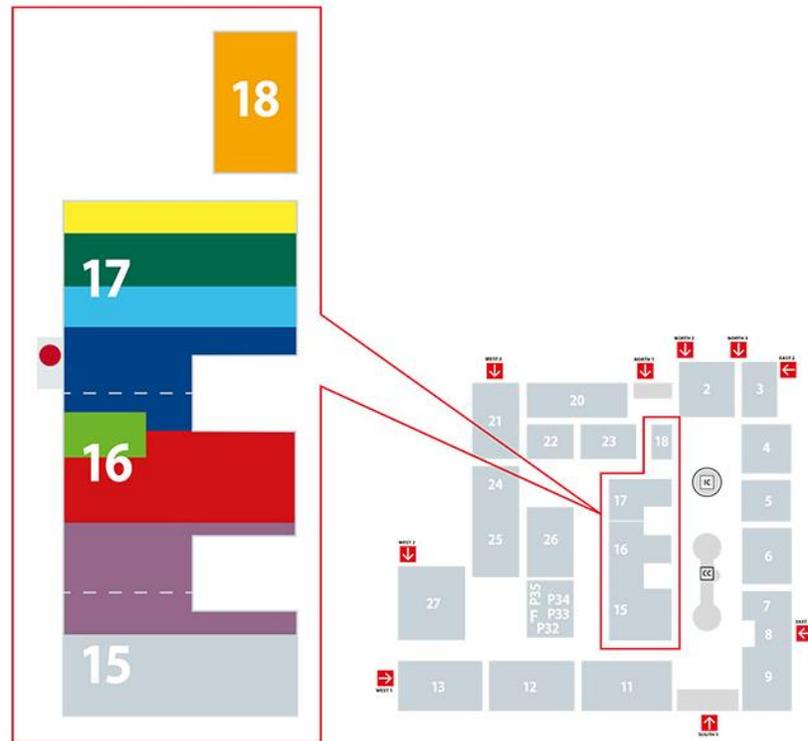
AGRITECHNICA | The World's No. 1 – Reasons why

- 1 Clear focusing** → Only technology for arable farming
- 2 Clear structure** → Orientation by division in product groups
- 3 Internationality** → very high levels of internationalism amongst exhibitors, expert visitors, and technical program
- 4 Completeness and size** → The whole world of agricultural machinery at a single location in 23 halls on 400,000 sqm
- 5 Innovations** → Innovation cycles of companies are coordinated with the cycle of AGRITECHNICA.
- 6 Technical programme** → Top-class conference and forum programme as network and think tank of the global agriculture

AGRITECHNICA 2017 | Clear structure



AGRITECHNICA 2017 | Clear structure



NEU

Halle 18:

- Spare and replacement parts

Halle 17:

- Wear parts
- Vehicle electrics and electronics
- Vehicle cabs and mounting systems
- Front and rear power lifts
- Hydraulics

Halle 16:

- Hydraulics
- Engines
- Brakes and steering
- Drivetrain technologies and components

Halle 15:

- Drivetrain technologies and components

AGRITECHNICA 2017 | Internationality

Development of exhibitors –
TOP 10 exhibitor countries in 2017



> 2,800 exhibitors from 53 countries

1. Germany
2. Italy
3. China
4. Netherlands
5. Turkey
6. France
7. Austria
8. Poland
9. Great Britain
10. Canada



AGRITECHNICA 2017 | Internationality

Country pavilions from around the world

A M E R I C A

Argentina	<i>Hall 13 B02</i>
Brasil	<i>Hall 9 E05</i>
Canada	<i>Hall 6 E10, 9 B04, 12 B13</i>
USA	<i>Hall 5 A28</i>
USA - State of Iowa	<i>Hall 5 D18</i>

A S I A

China	<i>Hall 15 D48, 17 D08/A14/B34, 18 C05/D05</i>
Pakistan	<i>Hall 16 F18</i>



E U R O P E

Croatia	<i>Hall 13 A57</i>
Denmark <i>NEU</i>	<i>Hall 17 B22</i>
Finland	<i>(individual)</i>
Ireland <i>NEU</i>	<i>Hall 17 C10, 27 C56</i>
Romania	<i>Hall 8 A04</i>

Russia	<i>Hall 9 A31, P11 Z01</i>
Serbia	<i>Hall 8 D15</i>
Spain	<i>(individual)</i>
Federal State Saxony	<i>Hall 27 E53</i>

AGRITECHNICA 2017 | Completeness and size



Completeness:

All global leaders of the agricultural machinery market will be present

Size:

- 23 halls
- 393,000 sqm exhibition space
- More than 2,800 exhibitors from more than 50 countries

AGRITECHNICA 2017 | Innovations „Innovation award AGRITECHNICA“

AGRITECHNICA, the world's largest trade fair for agricultural machinery and equipment, has established itself as the most prominent platform for the introduction of innovations. Innovation cycles of companies are coordinated with the cycle of AGRITECHNICA.

More than 320 Innovation were signed in

- 2 gold medal winners
 - **CLAAS - CEMOS AUTO THRESHING**
 - **Kemper Maschinenfabrik / John Deere - StalkBuster**
- 29 silver medal winners



AGRITECHNICA 2017 | Technical Programme
Leading Theme

NEW!

GREEN FUTURE – SMART TECHNOLOGY

All around the world, sustainable agriculture means harmonising productivity with conservation of resources and environmental protection. To achieve this in today's increasingly digitally networked world, farmers need efficient technologies and know-how that can be put to good use. AGRITECHNICA, the world's largest trade fair for agricultural machinery and equipment, offers both.

Under the guiding theme "Green Future – Smart Technology", forward-looking technologies and development trends that enable sustainable increases in agricultural productivity will be presented.

AGRITECHNICA 2017 | Technical Programme SPECIAL FEATURE “Future crop protection”

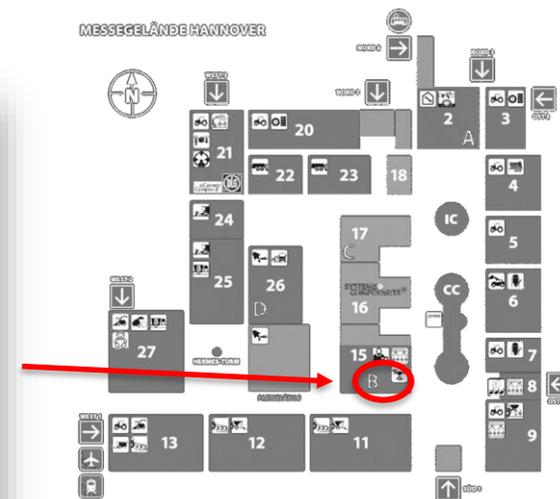
Future crop protection – responsibility needs ideas

On 750 sqm in hall 15 – Exhibition area + Forum

➔ New developments in the field of crop protection:

Topics

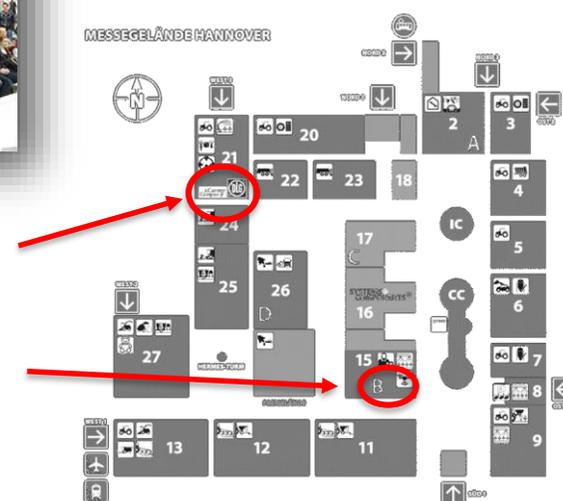
- Software/Digitalization
- Mechanical crop protection
- Robotic
- Spraying systems
- Associations



AGRITECHNICA 2017 | Technical Programme Forums

Forums- Hall 15 at the Special Feature and hall 21 at the DLG booth

Time	Topic
10 - 11	Arable farming / Technology (in general)
11 - 12	International (Simultaneous translations)
12 - 13	Fertilization / Plant nutrition
13 - 14	Digitalization
14 - 15	Crop protection
15 - 16	Arable farming / Technology (in general)
16 - 17	Arable farming / Technology (in general)



AGRITECHNICA 2017 | Technical Programme

Int. Dealer/Service Provider Center and
Workshop Live

International Dealer and Service Provider Centre und Workshop Live - Hall 2

- 8 Shows daily from 10 a.m.

Partner of Workshop Live

Technology:

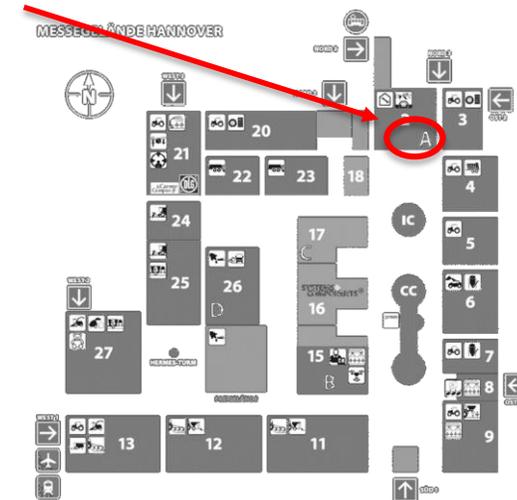
- Deutz-Fahr – Tractor
- Kubota – Tractor
- Krone – Round baler
- Amazone – Sprayer
- Claas – Chopping drum
- Husqvarna – Riding mower
- Stihl – Power saw

Workshop equipment:

- Gedore – Tools

Education:

- DEULA Westfalen
- Handwerkskammer
Braunschweig-Lüneburg-Stade



AGRITECHNICA 2017 | Technical Programme
 Ag Machinery International
 - access to emerging markets

Day	Schedule	Topic
Tuesday, 14.11.	5:00 – 7:00 p.m.	Africa and Iran: Will the prophecies hold true?
Wednesday, 15.11.	9:30 - 11:30 a.m.	China, Russia and Ukraine: Positive outlook despite political uncertainties.
Thursday, 16.11	9:30 - 11:00 a.m.	South-East Asia: Will Western brands find their places?



Location: Convention Center (CC), Hanover Fairgrounds
Conference language: English, Russian, Chinese

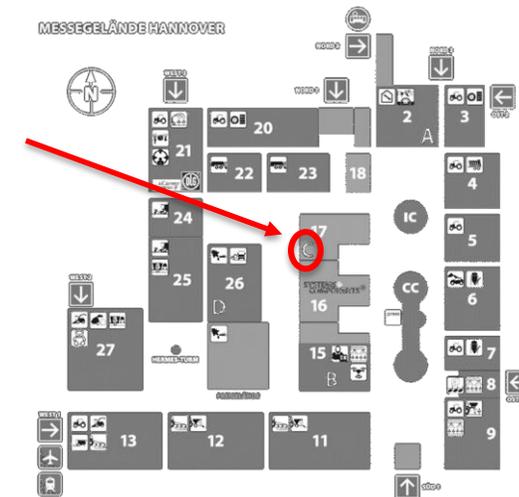
AGRITECHNICA 2017 | Technical Programme S&C Future Lounge

Future Lounge – Hall 17

- Smart Maintenance
- Alternative Drive Systems
- Human Machine Interface
- Smart Materials
- Future Engineering

Topics

Time	Topics
10 – 12	Company presentation
12 – 14	Break
14 – 15	Key Note Speaker
15 – 16	Round table discussions



AGRITECHNICA 2017 | SumUp

- ✓ AGRITECHNICA is fully booked
- ✓ Visitor groups around the world started their registration
- ✓ AGRITECHNICA offers a diverse national and international technical program
 - GREEN FUTURE – SMART TECHNOLOGY

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

**THANK YOU VERY MUCH FOR
YOUR ATTENTION.**

