

# **Agritechnica 2023: Green Productivity**

**World's leading trade fair for agricultural machinery from November 12 to 18 in Hanover, Germany - Attractive new live formats - deadline for exhibition stands is February 1, 2023**

**(DLG). "Green Productivity" is the guiding theme of Agritechnica 2023, focusing on the challenges of modern crop farming: how can agriculture increase productivity while protecting the soil, climate and environment? All leading agricultural technology companies will be represented at the world's leading trade fair for agricultural machinery, 12-18 November, 2023, at the exhibition grounds in Hanover, Germany. Startup companies as well as specialized suppliers will also be taking advantage of the leading business platform to present their innovations. Agritechnica is organized by the DLG (German Agricultural Society). The registration deadline for exhibitors is 1 February, 2023.**

Agritechnica's exhibition program will be accompanied by a technical program that offers live events, demo shows and a new series of 'expert stages', exploring topics like smart spraying, smart and remote sensing, connectivity, autonomous farm equipment and alternative powertrain systems as well as how to achieve greater efficiency and resource conservation in the field through tires, ballasting and assistance systems. Agritechnica's partner events are Systems & Components, the B2B marketplace for the international supplier industry in the agricultural machinery and off-highway sector; the "Inhouse Farming - Feed & Food Show", the new DLG platform for the agricultural and food systems of the future, with strong ties to farm practitioners.

"Agritechnica offers the most comprehensive and varied trade fair program for international arable and crop farming: from crop protection sprayers to drones, from tractors to autonomous equipment systems, from combine harvesters to digital assistance systems. The exhibition presents not only established standards and applicable innovations for farming practitioners, but also visions for efficient and sustainable agriculture worldwide," says Timo Zipf, Agritechnica Project Manager.

## Feedback from the industry

“Our role is to give farmers the tools to improve the efficiency and productivity of farming while optimizing operational results. This is why we are always present at Agritechnica, to reaffirm our leading role on technology research and development.”

Carlo Lambro, Brand President, New Holland Agriculture

“We expect the world's leading trade fair to provide answers to the question of how a seamless supply of food is possible in light of current events. With its innovative technological solutions, the agricultural machinery industry is making a significant contribution to this. Under the motto of the next Agritechnica – Green productivity - inspiration and solutions - we look forward to presenting new products and solutions that support our customers in increasing productivity and conserving resources.”

Tilmann Köller, Manager Public Communication, Fairs & Events John Deere

“Our industry faces a very special challenge: developing technical solutions for farms looking for flexible and adaptable solutions to increasing weather extremes. Agritechnica's main theme Green productivity could not express the current situation and challenge facing agriculture any better. We would therefore also like to take advantage of the upcoming world fair for agricultural technology to present extensive machine innovations from Horsch and to seek intensive exchange with customers.”

Michael Horsch, CEO, HORSCH Maschinen

"In Europe, the maximum yield of the plant will become much more important in the future as a leading parameter for increasing yields. Rauch technology enables fertilisation that is precise to the part area, which guarantees increasing fertiliser efficiency. In addition, our innovations stand for precise placement. This results in an increase in yield, cost savings and environmental protection. In order to place these technologies more nationally and internationally, Agritechnica is the perfect communication platform and a must for every agricultural machinery manufacturer."

Martin Rauch, CEO, RAUCH Landmaschinenfabrik

“It is our task as a manufacturer of agricultural machinery to provide farmers with good process solutions with which they can position themselves for the future. We need efficiency-enhancing technologies as well as an improvement in machine intelligence up to autonomously operating units. Agritechnica offers us a unique opportunity to present our innovations and visions for better agriculture to international trade visitors and to exchange ideas with them.”

Nicola Lemken, shareholder and member of the management at Lemken

“The core objective for agriculture and thus also for Amazone is to create a high yield level per hectare of land with sustainable methods. Amazone would like to help our farmers and contractors with innovative solutions to further orient themselves in a future-oriented and sustainable way. The world's leading trade fair Agritechnica therefore offers the perfect international platform for us to personally exchange with our customers about their individual requirements and to present many Amazone innovations for intelligent crop production.”

Christian Dreyer, Chairman of the Management Board and co-owner of the Amazone Group

### **Updates on Agritechnica 2023:**

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