



AGRI TECHNICA

The World's No.1



AGRITECHNICA
International Press Conference
11 September 2013

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 „Systems & Components“
- 5 Accompanying programme



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AGRITECHNICA – The World`s No. 1

What makes it unique



1 **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



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



What makes it unique

1

Internationality

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

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What makes it unique

1

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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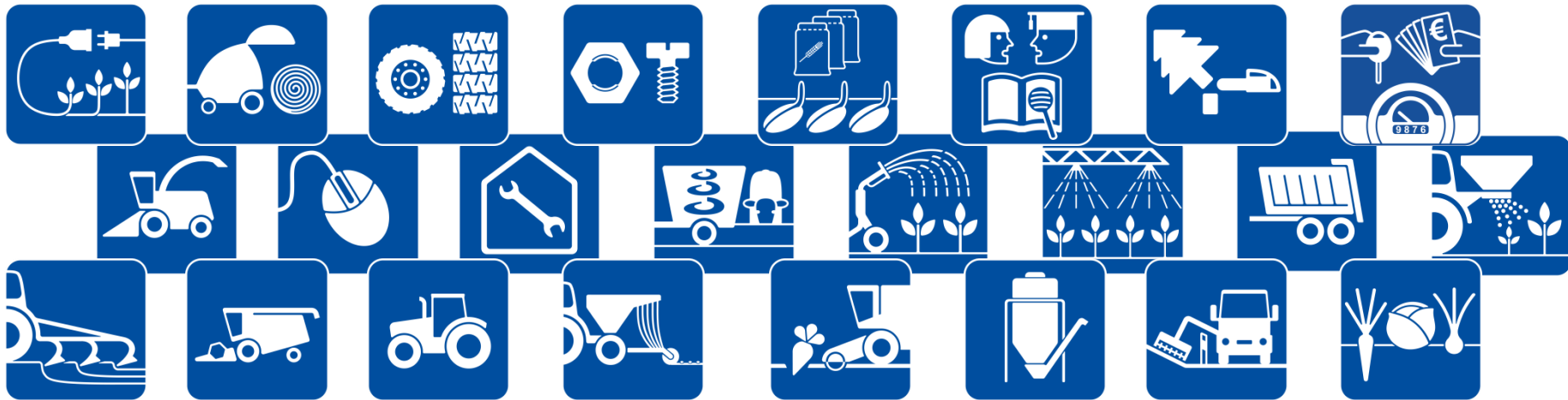
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What makes it unique

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



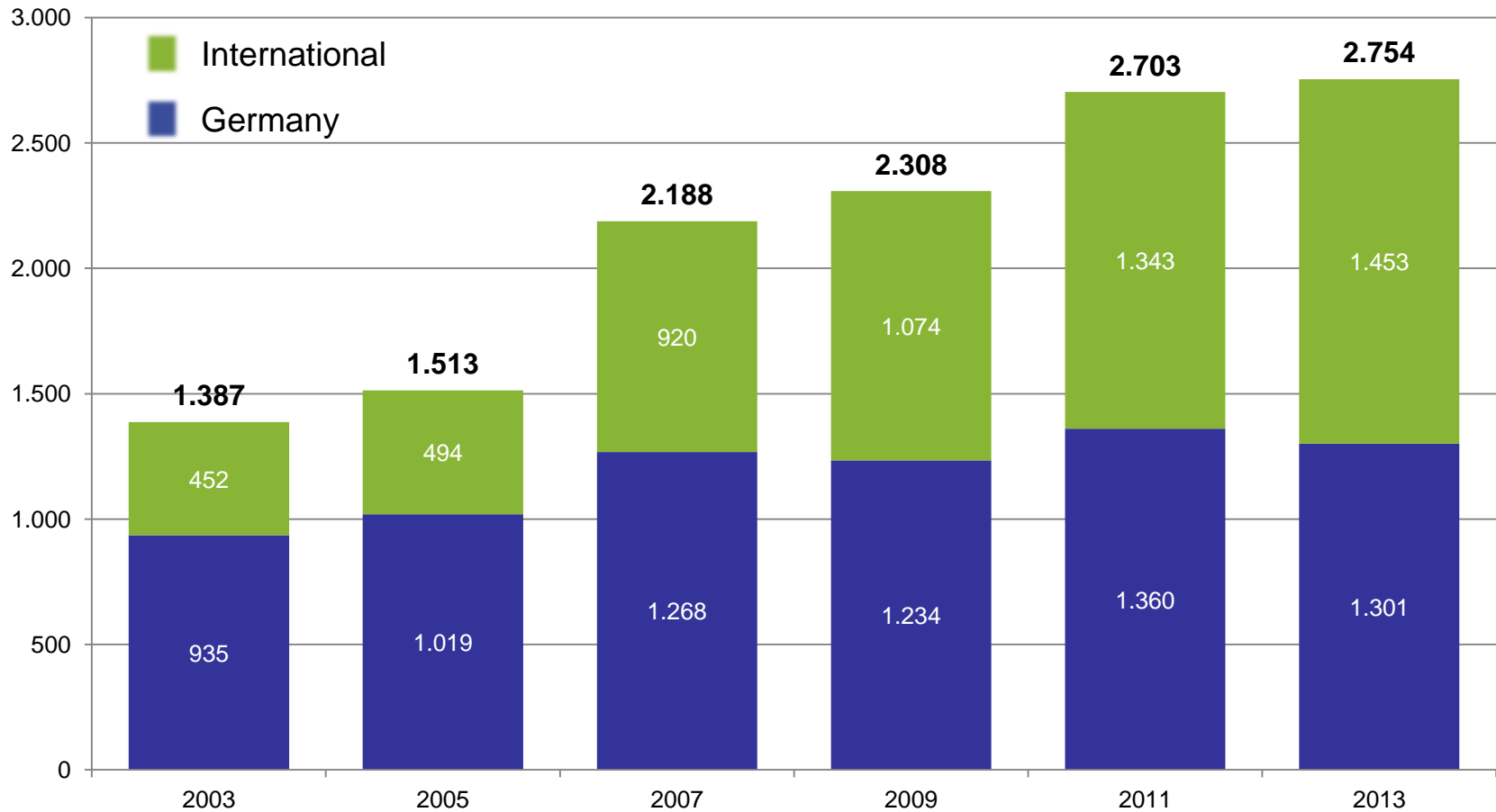
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Review of AGRITECHNICA

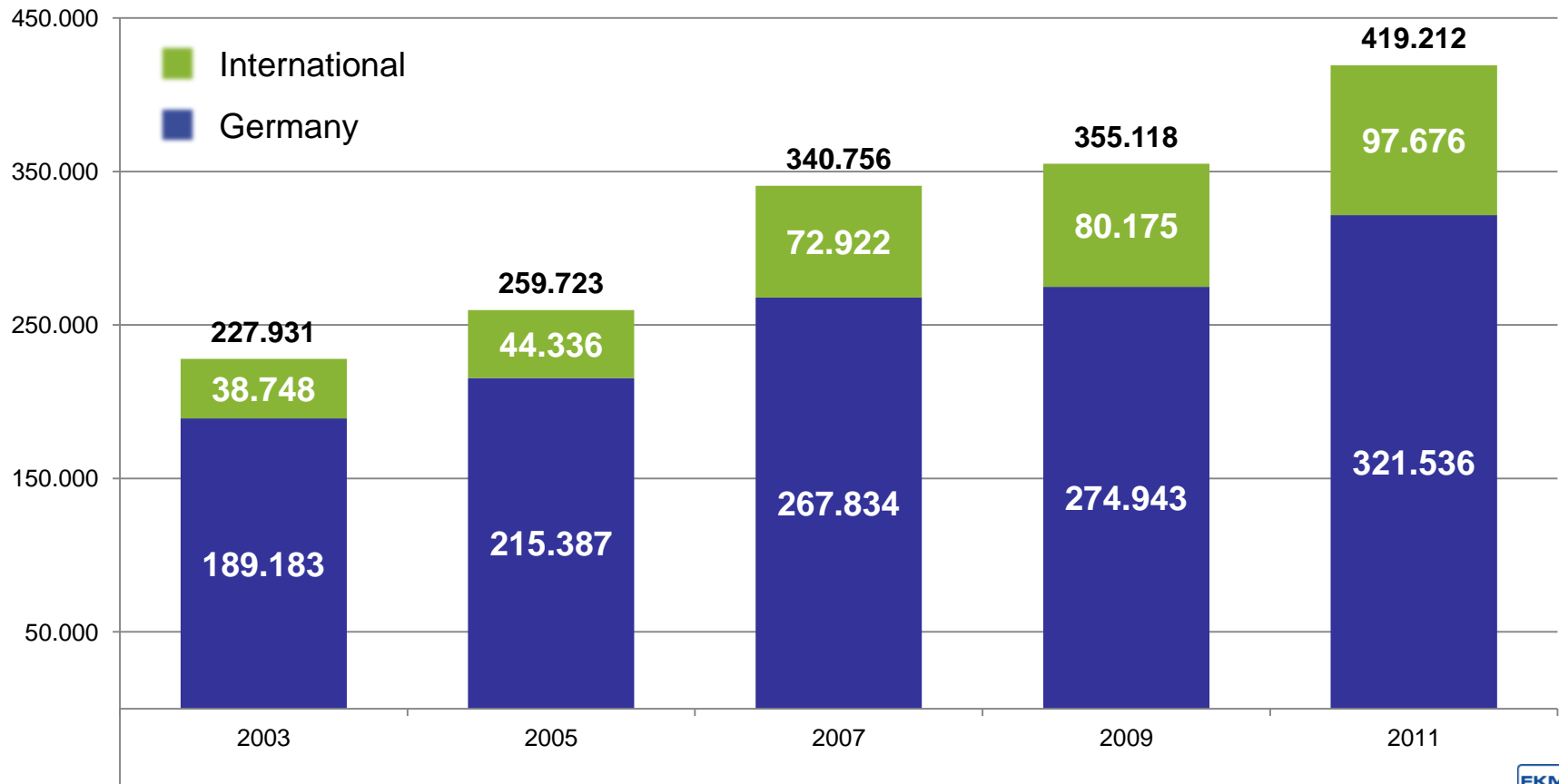
Development of exhibitors



- 1
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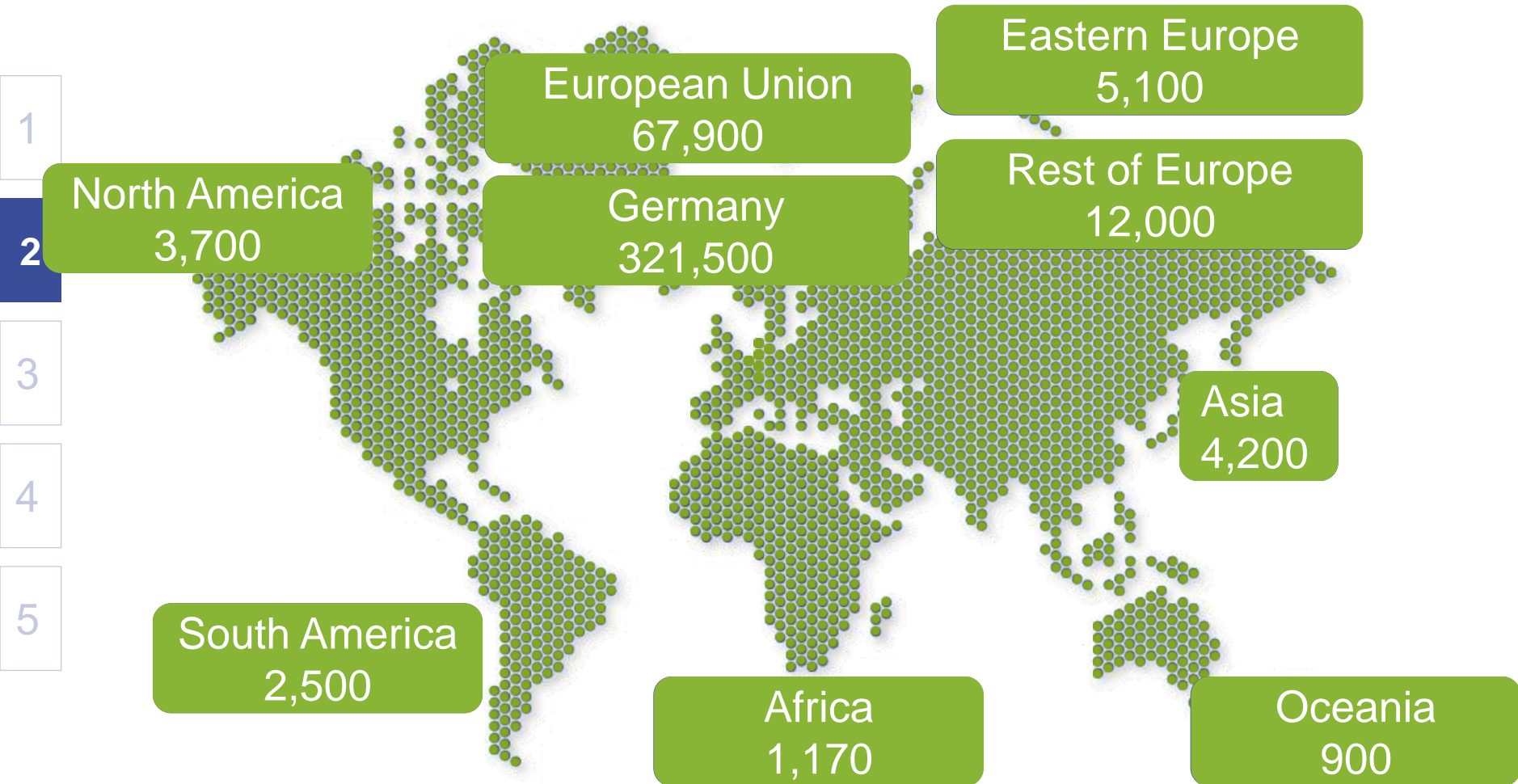
The international meeting point: Development of visitors



Approved figures



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



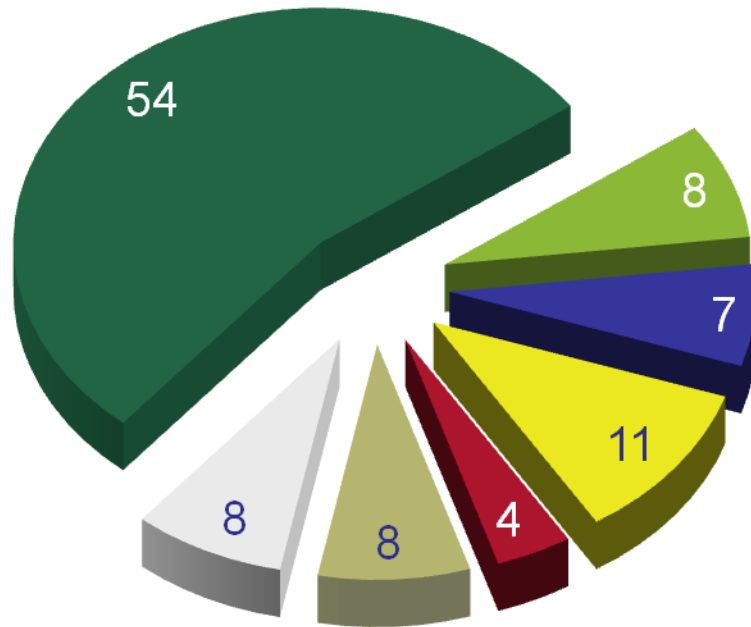
Approved figures



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



19 official country pavilions at AT 2013 – the ag machinery world meets in Hanover

- 1
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Unique product group structure

1 • Objectives

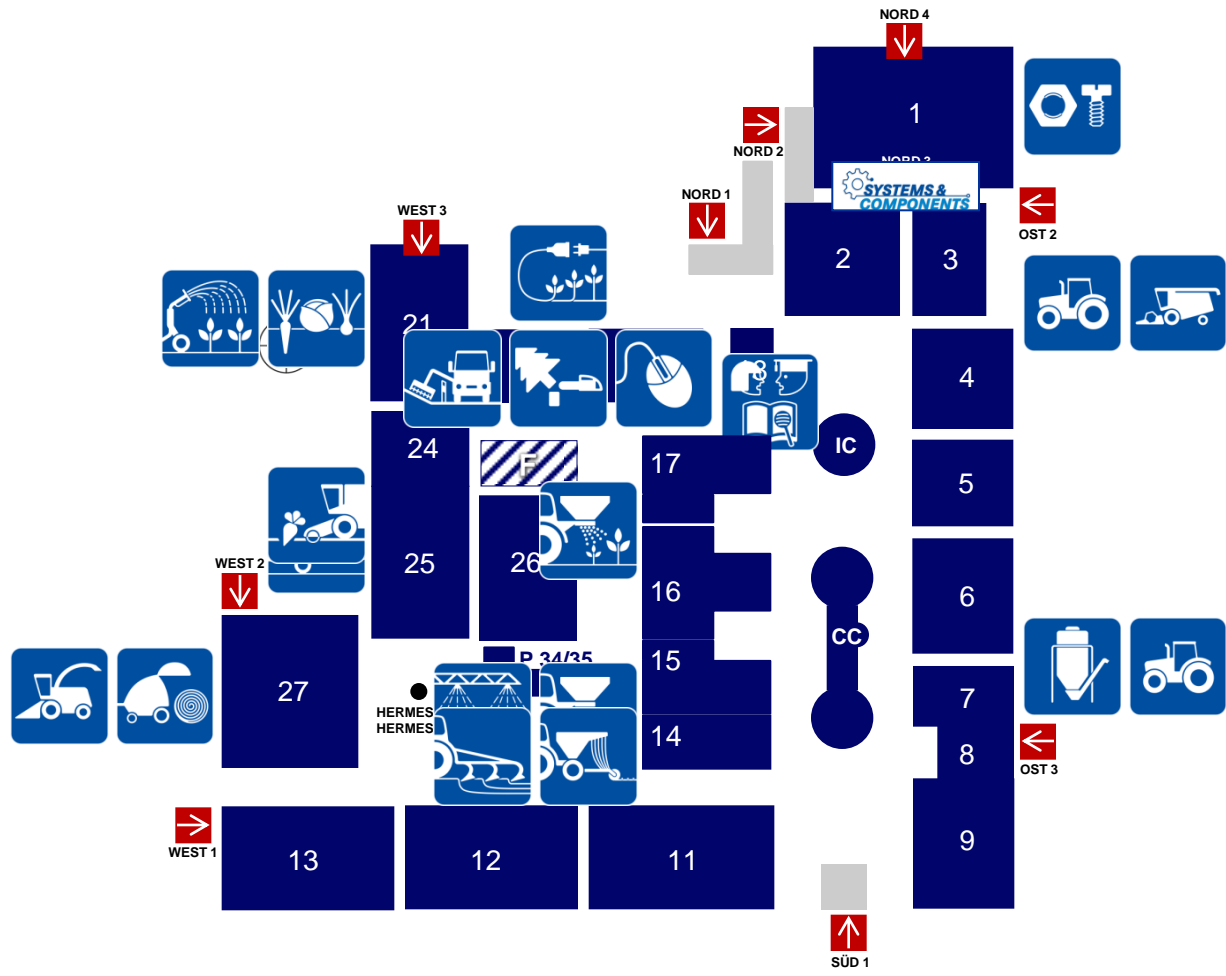
- 2 • Offer exhibitors the best possible position based on space, product group and neighborhood
- 3 • Continuity with the new product group structure
- 4 • Uniform distribution and orientation of visitors on site
- 5 • Optimum service for visitors and exhibitors in terms of logistics like parking, entrances etc.



AGRITECHNICA 2013: the hall plan

40 ha of exhibition grounds

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Agenda

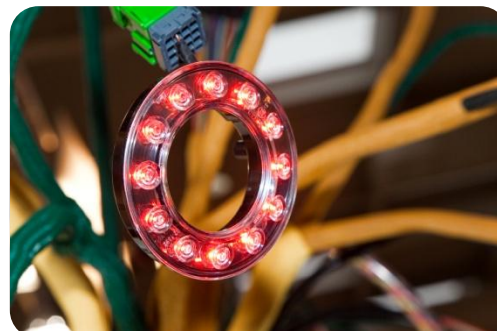
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SYSTEMS & COMPONENTS

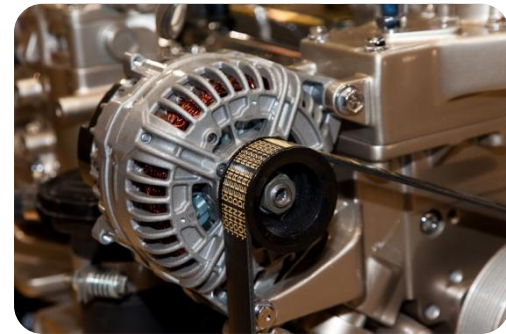
The special exhibition for systems, modules, components and accessories in the agricultural machinery and equipment industry

- 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

- 2 • “Systems & Components” is located in **Halls 1, 2 and 3**
- 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**
- 4 • 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**.
- 5



NEW – Systems & Components Lounge

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

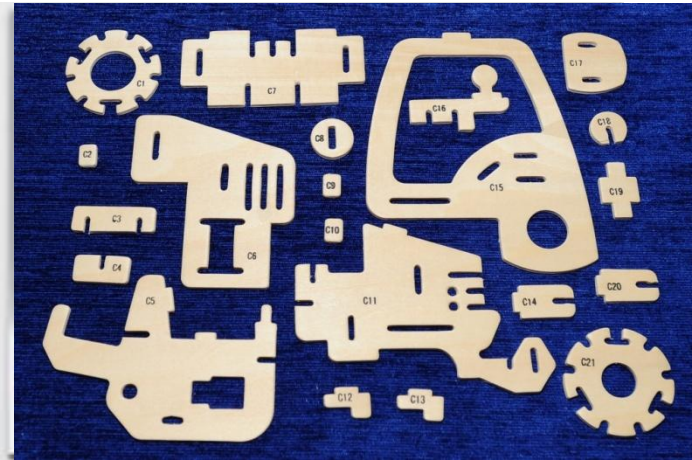
1. S&C Forum
2. Show “Ag Machinery in detail”
3. Match & Meet Service
4. Meeting Rooms



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



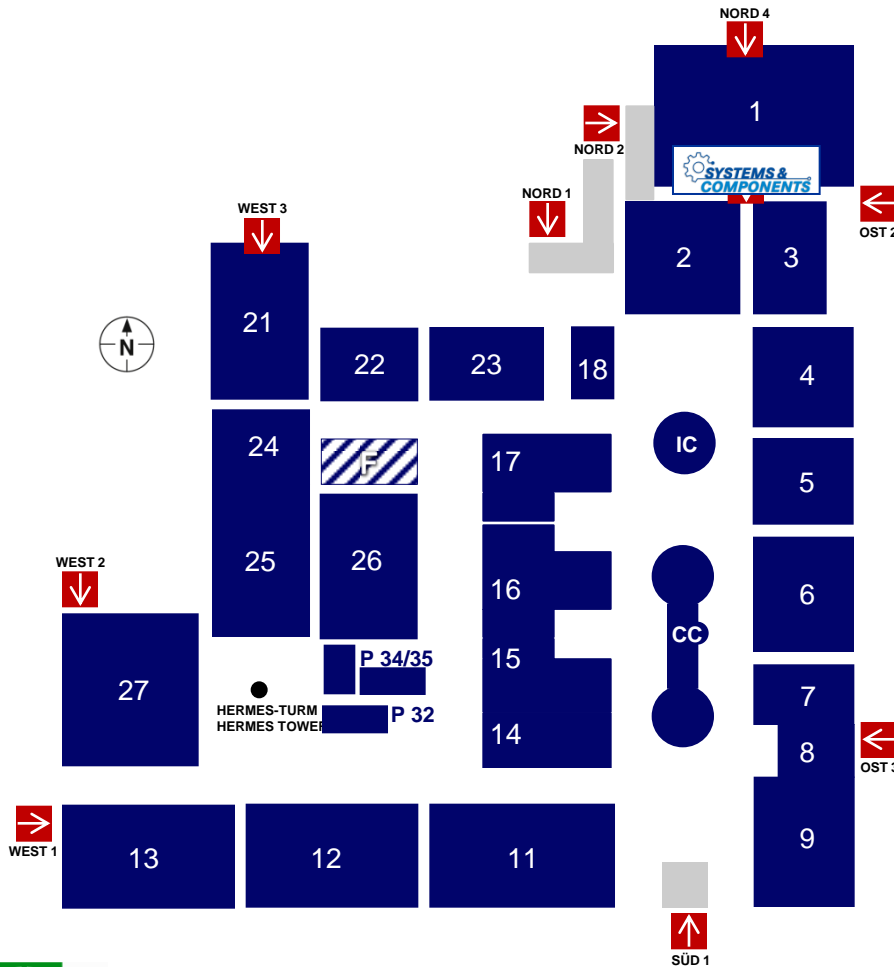
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AGRITECHNICA 2013

Accompanying programme



- Special Exhibition "D1 & World"** → Hall 17
- Special Exhibition "Small Farming"** → Hall 17
- Special Exhibition "Special Rice Production"** → Hall 17
- Special Exhibition "Special Systems & Components"** → Hall 2
- Special Exhibition "Forum 2, Technology & Management"** → Hall 2
- Special Exhibition "Forum 1, Technology & Management"** → Expo Pavilion 34
- CAMPUS** → Universities and co-located exhibitors
- International Visitors Lounge** → Expo Pavilion 35
- Peterson Brothers on stage** → Hall 2
- 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 Show SPECIAL RICE in hall 17 – solutions for professional rice production

Background

- ▶ Rice plays a key role in ensuring global food security
- ▶ Third rank after corn and wheat (around 2.4 billion tons in 2012)
- ▶ International visitors are looking for rice technologies (notably visitors from Asia, Italy, Spain, Brazil)



New Show SPECIAL RICE in hall 17

Main topics

- ▶ Water management
- ▶ Soil working, planting
- ▶ Plant protection, fertilising
- ▶ Harvesting, storage, harvest processing
- ▶ Sustainability in rice production
- ▶ Specific demands made of machinery end equipment



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



New conference topics for the industry

Conference „Agricultural Markets 2014“ – Tuesday, 12 November / 11-13 h

- ▶ Perspectives on international markets for agricultural commodities – analysis of supply, demand and trade flows



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
- 5





Follow us to AGRITECHNICA 2013 !

