



The future of animal husbandry

»With 163,000 visitors, including 36,000 from outside Germany, EuroTier 2016 has delivered once again, breaking the previous record attendance of EuroTier 2012«, stated Dr Reinhard Grandke, Chief Executive Officer of EuroTier-organiser, DLG (German Agricultural Society), at the conclusion of the exhibition on 18 November 2016 in Hanover.

EuroTier has impressively demonstrated its great appeal to animal producers and experts from all over the world, and has underlined its leading position as the leading global trade fair for modern animal production. In addition, the EnergyDecentral exhibition, which took place alongside EuroTier, has established itself as the international meeting place for the innovative energy supply industry.

EuroTier drives innovation and fosters ideas for international livestock farming.

A total of 2,629 exhibitors from 58 countries presented their innovations and product developments for modern and practical agriculture worldwide. The innovations shown in the fields of barn construction and feeding, as well as electronics, data management, and actuator and control technologies, provide new impetus for efficiency, precision and animal welfare.

A total of 163,000 visitors from more than 100 countries attended EuroTier

2016 to take advantage of its unique offerings. International agriculture faces challenges that are characterised by social and political demands, as well as fluctuating markets. Professional farmers are well equipped to take on these challenges, developing strategies for the future. To this end, they rely on the type of innovative technologies presented at EuroTier 2016.

Nearly one in four visitors were from outside Germany. These 36,000 farming professionals represented all five continents, with the leading countries represented including: The Netherlands, Austria, Great Britain, Denmark, Belgium, Switzerland and Poland. Visitors originating from outside Europe increased clearly, with more visitors than ever before coming from North and South America, as well as the Middle and Far East.

The »World Poultry Show«, which was held at EuroTier this year, has established itself as global meeting place for the poultry industry, with breeders, producers and processors from all over the world taking advantage of the comprehensive, but also specialised offering, enabling them to exploit the positive prospects in the market.

The dairy and beef area at EuroTier represented a unique offering thanks to the vast genetics range and innovative technology on display. These form the basis of the strategies chosen by the dairy and beef producers to make their farms fit for the future.

The solutions on show for the pig sector reflected the changing regulatory environment. Key drivers here included pressure to increase efficiency as well as a continued focus on growing legal and social demands.

One of the key features of EuroTier is its unique range

of feed and animal health offerings. With this wide range of solutions, suppliers of these product segments directly meet the needs of the producers of all major livestock species at the event.

This year, interest from both the national and international political arenas at EuroTier increased noticeably. At the invitation of DLG, a range of German members of parliament from both federal and state government, as well as a large number of high-ranking delegations from all over the world, have attended the event.

The technical programme that accompanied EuroTier was developed by the DLG together with its numerous partners from industry, science and consulting. The event's special focus features, conferences and forum events, as well as the concurrent congress of the federation of practicing veterinarians (bpt), provided many opportunities for exchanging opinions and experiences.

The EnergyDecentral 2016 exhibition was a unique international meeting place for the energy industry. The exhibitors in this product sector presented solutions for the entire value chain of innovative energy supply. The exhibitors' products and services were supplemented by a comprehensive technical programme, which was organized by the DLG, VDMA Power Systems and other partners. The BIOGAS Convention, which was organised by the Biogas Association, was held for the first time at the EnergyDecentral exhibition. It attracted more than 600 attendees, who were able to exchange experiences in biogas production and explore relevant market opportunities.

The next EuroTier, which will include the EnergyDecentral exhibition, will take place from 13 to 16 November 2018 in Hanover.

