



# EuroTier<sup>DLG</sup>

First in animal farming.

Guiding Theme 2022

**TRANSFORMING  
ANIMAL FARMING**



**2022** | 15 – 18 NOVEMBER | HANOVER, GERMANY

**THE WORLD'S LEADING TRADE FAIR**



[www.eurotier.com](http://www.eurotier.com)

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POWERING NEW IDEAS

MADE BY



# EUROTIER

## FIRST IN ANIMAL FARMING

EuroTier is the world's leading trade fair for animal production. The global animal production industry's innovation platform offers a complete overview of innovations and establishes standards. It presents solutions and innovations for cattle, pig and poultry production. The exhibition and technical programme are rounded off by the topics of sheep and goats, boarding horses, aquaculture, alternative proteins and direct marketing.

**Present your products and innovations.  
Establish contacts. Maintain your industry network.**

**Become part of EuroTier 2022 now.**



### **Open network and professional voice**

As the organiser of EuroTier, DLG fosters progress in the global agricultural, agribusiness and food industries with knowledge, quality and technology transfer. As an open, international network, DLG works together with experts around the world to develop future-proof solutions for the challenges facing the industry.

### **EUROTIER MILESTONES:**

**1993**

The first EuroTier took place in Hanover, having evolved from the two former specialist animal husbandry trade fairs (Huhn & Schwein and Tier & Technik)

**2004**

Premiere of the WorldPoultryShow as part of EuroTier

**2008**

Premiere of BioEnergyEurope in parallel with EuroTier

**2012**

The 2,000 exhibitor and 150,000 visitor marks were surpassed for the first time. Significant increase in internationalisation.

**2016**

**Record participation:** Over 2,600 exhibitors and 160,000 professional visitors!

**2021**

Premiere of EuroTier / EnergyDecentral digital with 1,200 exhibitors and 300 specialist events in the Internet

# TEN REASONS FOR PARTICIPATING

1

## WORLD'S LEADING TRADE FAIR FOR THE ANIMAL PRODUCTION INDUSTRY

All of the market leaders in one location

2

## EVERYTHING FOR PRODUCING FOOD OF ANIMAL ORIGIN

From feed and husbandry to processing and marketing

3

## FULL MARKET OVERVIEW

2,600 exhibitors over 280,000 m<sup>2</sup> in 18 trade fair halls, with 60% international exhibitors

4

## SIZE WITH QUALITY

160,000 visitors, with 35% international visitors from 142 countries

5

## TOP-CLASS CUSTOMER POTENTIAL

56% of visitors are from the agriculture and forestry sectors

6

## OVER 300 EVENTS

Experts, know-how, trends, ideas, solutions from the industry – live on site and in digital form in the Internet

7

## SHOWCASE FOR INNOVATIONS

Industry leaders present their global innovations

8

## CONVINCING SPECIALIST GROUP CONCEPT

Appropriate orientation on site and basis for optimum exhibitor presentations

9

## PERFECT COMBINATION

EnergyDecentral – International trade fair for innovative energy supply: in parallel with EuroTier

10

## INTERNATIONAL MEDIA PRESENCE

Worldwide reporting by journalists from over 50 countries

# GOOD TO KNOW

## KEY FACTS



**89%** of exhibitors rate EuroTier positively



**86%** of exhibitors are satisfied with the technical qualification of the visitors



**2,600** exhibitors, with over **60%** from abroad



**160,000** visitors, with over **35%** from abroad

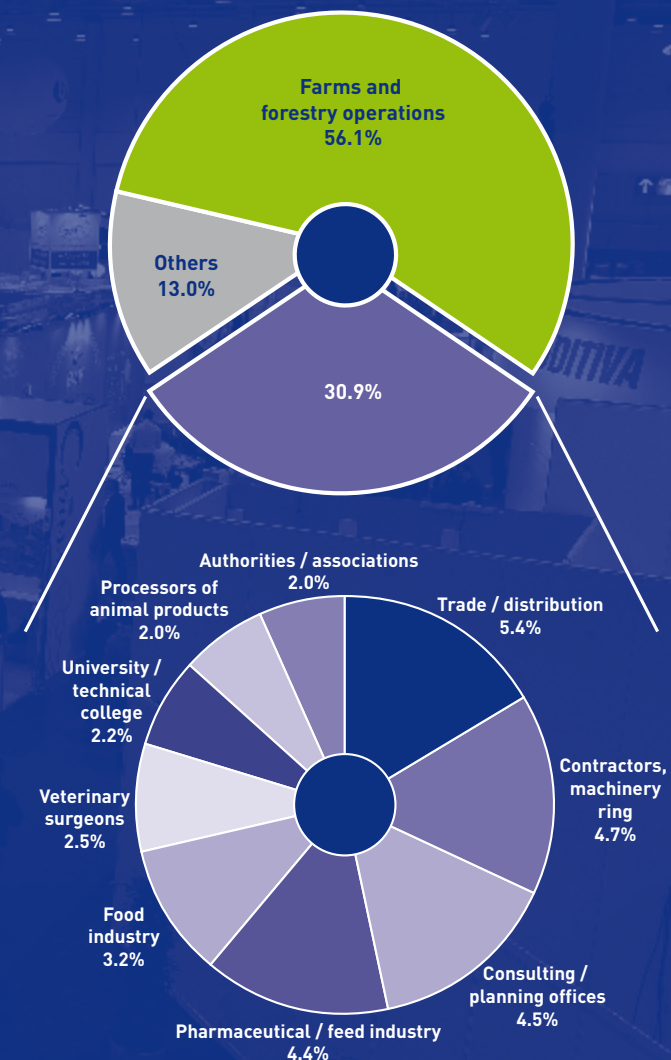


**18** trade fair halls at ground level



**280.000 m<sup>2</sup>** exhibition area

### Visitors by focus sectors:



# IN 18 HALLS

## THE FUTURE OF ANIMAL PRODUCTION



- Breeding animals, breeding programmes, trade, reproduction technology
- Feeds and other farm inputs
- Feed storage, feed production
- Animal housing and shed construction
- Husbandry and feeding technology

- Climate and environmental technology
- Milking and cooling technology
- Technology for dung, solid manure and slurry
- Transport vehicles, transport services
- Processing and marketing

- Equipment and accessories
- Management and consulting
- Training / advanced training, associations, media



# STRONG PARTNERS

## EUROTIER NETWORK



### EUROTIER PARTNERS

- **ZDG, German Poultry Association**  
In cooperation with the ZDG, EuroTier will be offering an top-of-the-class technical- and exhibition programme for the poultry industry.
- **bpt, German Association of Practising Veterinary Surgeons**  
Simultaneous to EuroTier, the bpt is hosting their veterinary congress, supplemented by their veterinary trade fair. DLG and bpt are jointly presenting the Animal Welfare Award.
- **European Poultry Club (EPC)**  
The association of European producers, poultry breeders and egg and poultry production organisations will be focussing on aspects of cost-effective and production-specific egg and poultry production structures under consideration of social requirements in Europe and around the world.
- **European Pig Producers (EPP)**  
At EuroTier, members will be providing information about the latest developments and innovations in husbandry, feeding, animal welfare and management – above and beyond national borders.



### ENERGYDECENTRAL PARTNERS

- **VDMA Power Systems**  
Long-term industry partner of EuroTier's parallel trade fair in the decentralised energy generation sector.
- **German BIOGAS Association**  
Association for biogas plant operators, manufacturers and planners. The biogas technology catalyst and platform for exchanging experience and information.

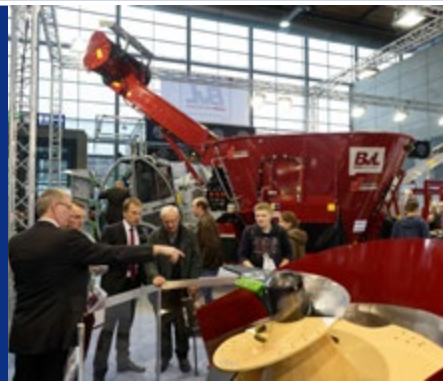


### EVENTS

- **bpt professional congress**  
Meeting place for veterinary surgeons.
- **International Poultry Conference / International Poultry Event**  
Meeting place for the global poultry industry.
- **International Cattle & Pig Event**  
Leading forum for cattle and pig producers, consultants, scientists and companies. Spotlight on political and social challenges of animal production.
- **Animal Health Event**  
Animal welfare discussion forum with presentation of the Animal Welfare Award.
- **TopTierTreff**  
International animal genetics meeting place.
- **Young Farmers' Day**  
Young farmers from Europe will be discussing perspectives for professional animal producers.
- **BIOGAS Convention**  
The BIOGAS Convention taking place at EuroTier / EnergyDecentral: the world's leading get-together.

# TRANSFORMING ANIMAL FARMING

## TECHNICAL PROGRAMME FOCUSES



- DLG 'Cattle', 'Pigs' and 'Poultry' Spotlights
- DLG Talk 'Animal'
- Young DLG

- DLG-Agrifuture Lab
- Campus & Career
- Industry get-togethers

- Special shows
- Conferences
- Digital programme

### TRANSFORMING ANIMAL FARMING

Production and value-adding chains as well as social and environmental policy demands on animal production are changing. Operations managers and companies have to actively structure the future – in management, in purchasing and in marketing. As an international platform, EuroTier offers innovations and solution strategies.

### EUROTIER. YOUR PLATFORM.

**Become one of the world's leading trade fair's content partners!**

As the organiser of EuroTier, DLG offers a top-class technical programme for targeted information and networking together with its partners. Forums, conferences and special shows make the world's leading trade fair an important future forum.

**Information** [↗](#)

# SPOTLIGHT ON THE FUTURE

## THEMES AND STRATEGIES

EuroTier is the showcase of the international animal production industry and the platform for future livestock management issues. Benefit from the know-how of international industry authorities and discuss current topics, strategies and visions with experts from the DLG network.

### PRESENT SOLUTIONS

Animal welfare  
Environment & climate  
Sustainability

### DISCUSS OPPORTUNITIES

Alternative housing systems  
Alternative protein sources  
Start-up stimuli

### RETHINK PROCESSES

Digitalisation  
Value-adding chain  
Direct marketing





# YOUR INNOVATIONS WE RECOMMEND YOU

As the world's leading trade fair for animal production, EuroTier is the international platform for pioneering innovations and concepts. The success story of your innovations and visions, which will leave a long-lasting mark on professional animal production, starts here.

At EuroTier, DLG will be presenting three awards:



## INNOVATION AWARD EUROTIER

The Innovation Award EuroTier is the leading innovation award for animal farming. It is awarded in gold and silver, and pays tribute to products whose function has changed extensively and whose use enables a new procedure or makes an existing procedure significantly better.



## ANIMAL WELFARE AWARD

Innovations that contribute to significantly improving animal welfare are presented with an award by DLG and the bpt (German Association of Practising Veterinary Surgeons).



## DLG-AGRIFUTURE CONCEPT WINNERS **NEW**

Concepts for animal husbandry with relevance and potential for improving good professional practice will be recognized as DLG Agrifuture Concept Winners. These are concepts and visions that have not yet achieved market maturity, but are in the development phase.

# PERFECT COMBINATION

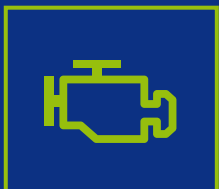
## TWO TRADE FAIRS – ONE DATE



### INTERNATIONAL TRADE FAIR FOR INNOVATIVE ENERGY SUPPLY



EnergyDecentral has become established as the internationally leading platform for decentralised energy supply. It represents the entire value-adding chain of sustainable energy production: resources – energy generation – smart energy.

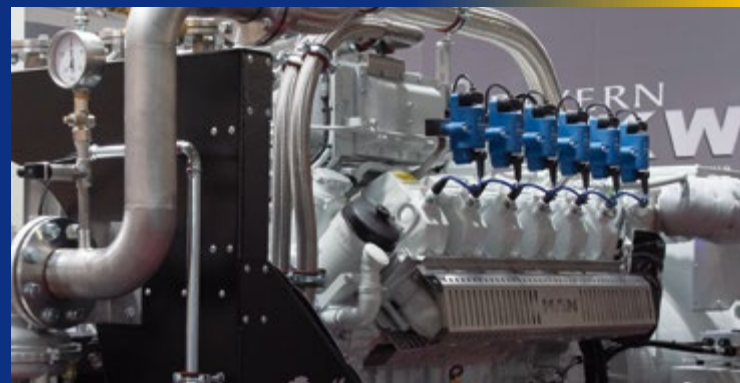


With a look to future markets, EnergyDecentral is the perfect complement to EuroTier's professional offerings.

[www.energy-decentral.com](http://www.energy-decentral.com)



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POWERING NEW IDEAS



Events, know-how, networking – innovative, digital services for your operation's success. From the summer of 2022 onwards, EuroTier will be offering additional, digital services for international animal production on the 'DLG Connect' digital platform.

**Extend the range of your trade fair presence at EuroTier in Hanover with additional, digital offerings.**

**Become part of our community.**

**Exhibitors will be provided with a basic media appearance at DLG Connect.**

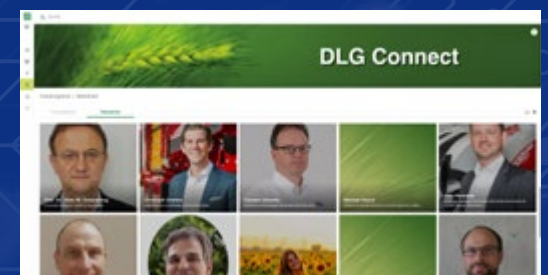
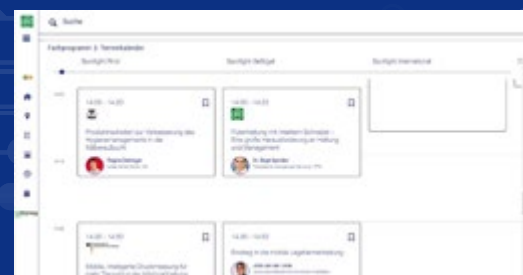


### THE NEW DIGITAL PLATFORM

#### What awaits you:

- Interactive agricultural platform and network
- Inspiration, networking and dialogue
- For farmers, dealers and the agribusiness in Germany and abroad
- Digital technical programme for animal production professionals

Information 



# BY YOUR SIDE AROUND THE GLOBE

## THE DLG NETWORK FOR ANIMAL PRODUCERS

DLG brings ideally suited exhibitors and visitors together at world-leading trade fairs such as EuroTier and AGRITECHNICA as well as at more than 40 other trade fairs and exhibitions in numerous countries. As an international showcase for topics, trends and strategies, our trade fairs provide orientation and food for thought, and are leading shows for innovative technologies and products as well as being successful business marketplaces. We tap into new markets and offer bespoke business platforms with our DLG subsidiaries and sales partners in numerous countries. This is backed up by our globally experienced trade fair team, the highest of quality standards and a 'nose' for issues or regional specifics. [www.dlg-messen.de](http://www.dlg-messen.de) 



# EVENTS

## FOR YOUR PLANNING

### IMPORTANT DATES

<b>2 November 2021</b>	Start of registration for EuroTier
<b>15 March 2022</b>	End of registration for EuroTier
<b>Mid-May 2022</b>	Provision of stand confirmation and invoice
<b>31 July 2022</b>	End of registration for innovations
<b>31 August 2022</b>	End of ordering for services
<b>Mid-September 2022</b>	Pre-press conference with announcement of Innovation Award Winners
<b>15 – 18 November 2022</b>	<b>EuroTier, Hanover trade fair grounds</b>
<b>From 7 November 2022</b>	Set-up
<b>By 24 November 2022</b>	Dismantling



### EXHIBITOR SERVICE PORTAL

Book and manage your trade fair appearance quickly and conveniently from 2 November 2021 using our Exhibitor Service Portal.

### PRELIMINARY FLOOR PLAN 2022



## WE'RE HAPPY TO BE OF ASSISTANCE!

Any further questions? Don't hesitate to contact our partner in your area!

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