

## Australia to host FutureAg Expo 2024 trade exhibition and conference

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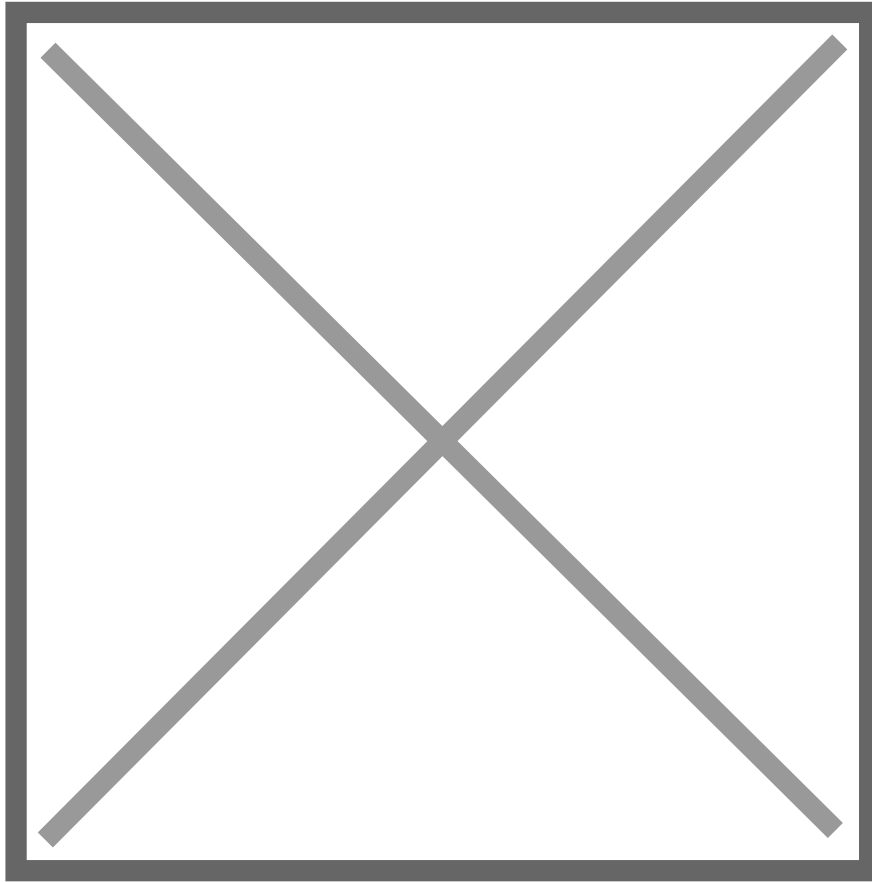
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Australia to host FutureAg Expo 2024 by Agritechnica, a new trade exhibition with conference showcasing the region's future in agricultural industry, highlighting the latest cutting edge technology to improve productivity and sustainability. FutureAg Expo will be held across three days, commencing Wednesday, 17 to 19 April 2024 at Melbourne Showgrounds, Australia.

The event will be executed based on the "Seven pillars" viz, sustainable agriculture, energy, innovative machinery, supply chains, biosecurity, agricultural technologies and smart farms, and the human connection.



To be hosted by Hannover Fairs Australia and jointly organized by the DLG (German Agricultural Society), [FutureAg Expo 2024](#) is one of the first such agricultural trade events in Australia that allows the agribusiness sector to connect with industry pioneers and provide direct access to the latest in cutting edge agricultural technology and innovation. HFA and DLG have entered a strategic partnership to jointly organise this agricultural machinery exhibition reaching farm professionals in Australia, New Zealand and Asia Pacific.

Mike Nissen, Commercial Director at Hannover Fairs said "the event is the only trade exhibition and conference which explores the whole value chain. Australian agriculture is on the cusp of revolutionary innovation and FutureAg 2024's purpose is to provide first-hand access to the products and services, equipment and 4.0 technologies that are leading the way and unpack the opportunities that they bring across the whole value chain to improve productivity and efficiency."

Benefitting from DLG's successful farming-focused approach for Germany-based Agritechnica, the world's leading agricultural machinery exhibition, FutureAg Expo will equip its visitors with professional knowledge through its extensive conference, interactive workshop, live demonstrations and networking program.

"Agritechnica is known by farming professionals throughout the world as an event associated with technical innovations, trends and professional knowledge in agriculture. We are pleased to be applying the Agritechnica approach to the new FutureAg Expo. Our subsidiary DLG Asia Pacific based in Thailand will be supporting the new show with its large network of agricultural experts, top industry players and progressive farmers in the entire Asia Pacific region," said Jens Kremer, Managing Director, DLG International.

Whether it be autonomous vehicles or smart irrigation systems, the exhibition will provide a hands-on opportunity to explore the latest technology and machinery. As farmers and primary producers also want to know what they can do in their own enterprises now, the professional program will provide in-depth presentations, conferences and discussions.

The two-day conference will explore seven key pillars: sustainable agriculture, energy, innovative machinery, supply chains, biosecurity, agricultural technologies and smart farms, and the human connection.

The conference program includes keynotes from industry leader Olympia Yarger, founder of agritech start-up Goterra and

2023 ACT Australian of the Year, and David Lamb, Chief Scientist for the Food Agility Cooperative Research Centre.

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Agribusiness researcher Mark Fletcher will provide practical insights on developing farmgate strategies, while DataFarming's Tim Neale will share the transition to digital agronomy. Farmo Founder Nick Seymour will explore key insights around the barriers to adoption in agtech on the Expert Stage within the exhibition.

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The National Farmers' Federation in Australia will also bring a wealth of expertise and experience to FutureAg Expo, exploring sustainable practices, trade strategies, the impact of climate change on agriculture and discuss key policy areas impacting the industry.

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The conference is an opportunity to connect and collaborate with industry's leaders, innovators and professionals, addressing the challenges, opportunities and insights which will advance Australia's and the region's agriculture now and in the future.

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FutureAg Expo is the second spin-off of Agritechnica, after Agritechnica Asia, held in Thailand in even years and from 2025 in Vietnam in odd years, This expansion is part of the aims of the German Agricultural Society (DLG), a non-profit organization, to further agricultural knowledge across borders.

*AgroSpectrum Asia is the media partners for the event.*