

4 - 6 AUGUST
2025

From 6-8 August 2025, FutureAg powered by AGRITECHNICA was held at the Melbourne Showgrounds, bringing together Australia's agricultural community to explore innovative agricultural machinery, technology, and key trends and innovations shaping agriculture. Organised by Hannover Fairs Australia and DLG (German Agriculture Society), the event featured 138 exhibitors and 69 expert speakers.

This year, FutureAg introduced the "Hosted Buyer Program," inviting Australian agrileaders, coperate farmers and family farmers to engage directly with exhibitors, speakers, and fellow attendees, creating unique networking opportunities and strengthening industry connections. Supported by a wide AGRITECHNICA network and many national partners the event delivered a market-leading content programme.

Visitors experienced live technology demonstrations, international showcases, and thought-provoking discussions covering innovation, agribusiness, and workforce development. The co-located FutureAg conference featured insights from leading industry professionals, equipping attendees with practical strategies and inspiration to drive their operations forward. Feedback from exhibitors and attendees highlighted the event's value in fostering collaboration, knowledge-sharing, and industry growth.



PROFESSIONAL PROGRAMME PERFORMANCE



Conferences & Workshops

3 days conference
69 speakers
39 conference sessions
3 stages
15 tech demos
Offical FutureAg Networking Event on Day2
Chinese Round Table

Side Events

Grain Automate Alley Workshop
AusAgritech Breakfast
NFF Dinner
Farmers2Founders Networking Night
Agrileaders Night

PRESS PERFORMANCE



Number of accredited journalists 9
Journalists from Australia, China, India

PERFORMANCE SOCIAL MEDIA

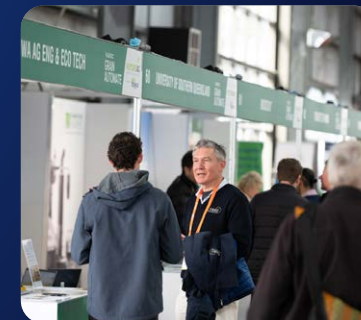
Facebook followers 565
impressions 1,193,116
engagements 8,828

Instagram followers 412
impressions 121,593

LinkedIn followers 2,000
impressions 121,113

Partners









NFF (National Farmers Federation)
VFF (Victorian Farmers Federation)
AusAgritech (Australian Agritech Association)
SPAA (Society of Precision Agriculture Australia)
Famers for climate action
Farmers2Founders
GPA (Grain Producers Australia)
Riverine Plains
AFIA (Australian Fodder Industry Association)
Farmsafe Australia
TCCA (Australasian Forum, The Critical Communications Association)
Australian Trade & Logistics Corperation
Taiwan Smart Agriweek 2025
Quadrant Australia
ACE Radio
The Weekly Times, AgJournal
Woman in Ag Award 2025
Melbourne Royal



EXHIBITOR PROFILE



Top exhibitor countries

	Australia	52		France	2
	China	64		Germany	1
	South Korea	11		Japan	1
	India	3		United Kingdom	1
	New Zealand	2		Vietnam	1

Exhibitor by exhibition theme areas

Farm inputs and consumables	29
Supply industry for agricultural machinery	29
Technology for precision and digital farming	18
Associations and media	10
Irrigation	6
Universities	6
Management, consultancy and services	6
Workshop equipment and occupational safety	6
Tractors and Mobile Loaders	5
Crop measuring, handling, packaging, storage	4
Fruit, vegetable and special crops	4
Machinery and equipment for extensive livestock farming	4
Harvesting technology	3
Fertilizer application	2



Exhibitors were very satisfied with the quality of visitors



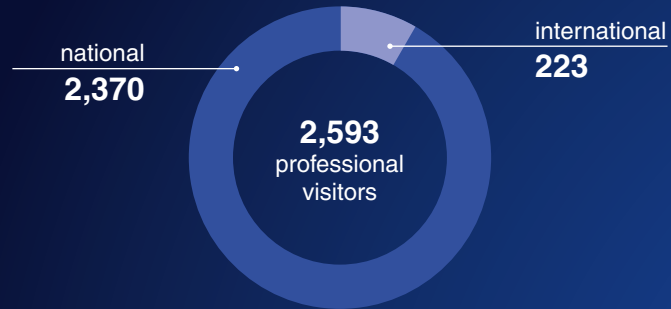
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It's all about the people. There's so much future technology on display and farming-based products, and FutureAg is a great concept. There are a lot of farmers here as well, which puts it at the paddock level and makes it very practical and accessible. While we're talking about technology, it has a real, direct benefit for farmers that they can see in their business to put more dollars in their pockets.

Collin Bettles, Chief Executive, Grain Producers Australia



VISITOR PROFILE



Visitors' countries

Australia	2,370	Afghanistan	2
China	120	Canada	2
New Zealand	23	Colombia	2
Japan	10	Italy	2
Russia	9	Singapore	2
Germany	8	South Korea	2
India	8	Taiwan	2
Indonesia	6	United Kingdom	2
Ireland	6	Mexico	1
USA	5	Netherlands	1
Austria	4	Spain	1
Thailand	4	Vietnam	1

Number of visitors by region

Victoria	1,906	South Australia	63
NSW	216	Western Australia	61
Queensland	98	Tasmania	26



Visitors by responsibilities

Farm Executives	32%
Farm Management (GM, Operations Managers, Business Managers)	15%
Sales / Business Development / Marketing	15%
Farm Owners / Farmers	14%
Research / Education	7 %
Advisors / Specialists	6%
Other Roles	6%
Engineering / Technical	5%



Visitors by areas

Broadacre
Viticulture
Horticulture
Livestock



Events like these are great for farmers to connect with industry and stay ahead in a fast-evolving space of technology and information. It's not just about seeing what's out there, but also about the networking - meeting people dealing with the same challenges, sharing solutions, and learning from each other.

Grant Sims, Sixth Generation Farmer, Pine Grove



Visitors emphasized great networking opportunities



Deutsche Messe

