



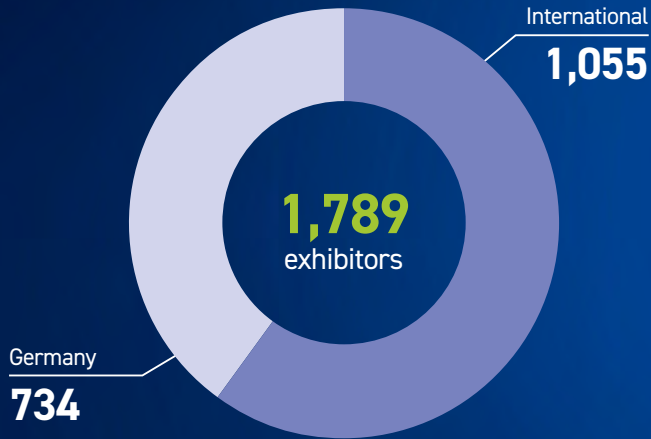
EuroTier[®]
First in animal farming.

POST SHOW REPORT

15 to 18 November 2022



4 days of the world's leading trade fair – digital and analogue



Over **1,000** journalists, bloggers and influencers from **50** countries

Over **400** events, conferences and thematic forums, discussions and product spotlights

“In particular, the high quality of the visitors and numerous high quality discussions show how important EuroTier is for the international livestock industry.”

Margit Mayer, Managing Director, Siloking

Media Coverage

2,600

Articles/Clippings

56,729,921

(ad) impressions

153,430

Website Impressions

Follower



32,481



5,376



4,892



3,877

200,000,000 total coverage

“EuroTier 2022: Fireworks of innovation!” *(eilbote)*

EXHIBITORS

1,789 exhibitors (of which **60%** are international from **57** countries)



83% of exhibitors are (very) satisfied with the quality of visitors

Top-Countries

1	Germany
2	The Netherlands
3	France
4	Italy
5	Spain
6	Denmark
7	Turkey
8	Belgium
9	Great Britain
10	Austria

Offered by Exhibitors



"It was nice to be able to experience EuroTier as a presence trade fair again after four long years. [...] Particularly gratifying: There were more visitors from other European countries at our stand than expected. Our expectations were exceeded."

Bernd Meerpohl, Chairman of the Board of Big Dutchman AG and Chairman of the Advisory Board of EuroTier

VISITORS

40%
international visitors
from **141** countries)

94% trade visitors

85% decision-makers

Visitor Origin by Region



Top Ten International Countries

1	The Netherlands
2	Italy
3	Poland
4	Austria
5	Spain
6	France
7	Belgium
8	Denmark
9	Switzerland
10	Turkey

“Investments in agricultural implements are important because they make farms fit for the future. EuroTier therefore plays a central role for us as an information platform for innovations.”

Josef Diviš, dairy farmer, Czech Republic

VISITORS

Key topics for visitors

Animal welfare

Sustainability

Digitalization

Automation/Robotics

Efficiency

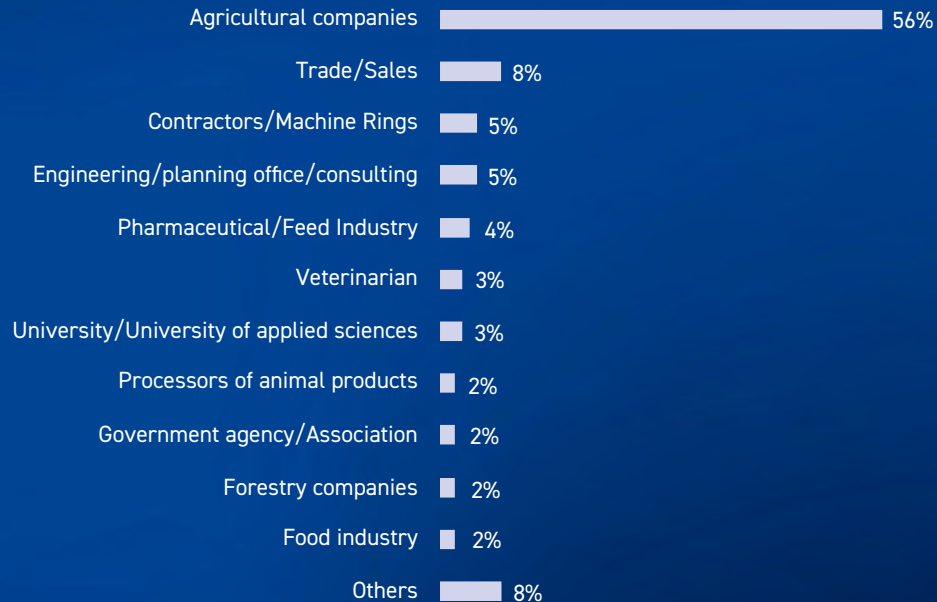
Key targets for visitors

Information about
innovation an
trends

Conversations with
manufacturers/
exhibitors

Overview of
market/range
of products and
services

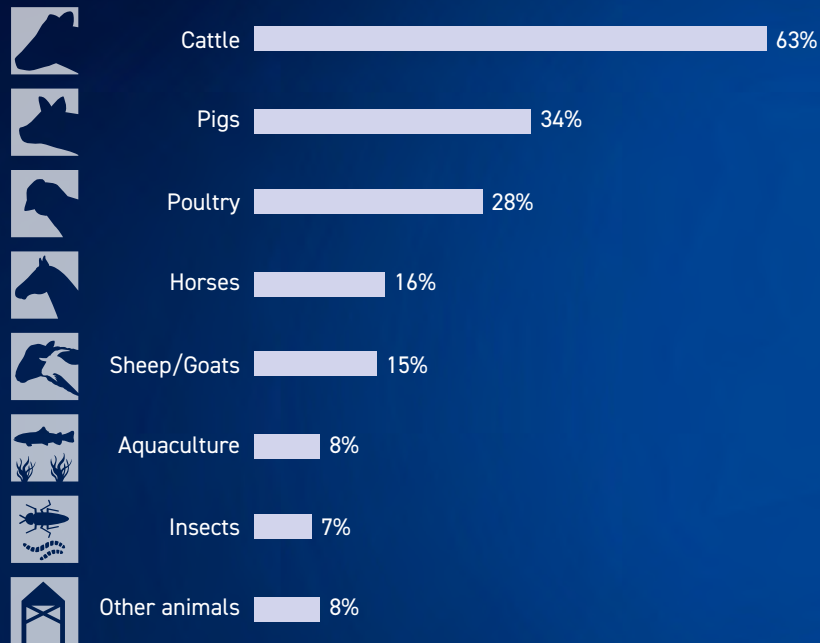
Distribution by Sector



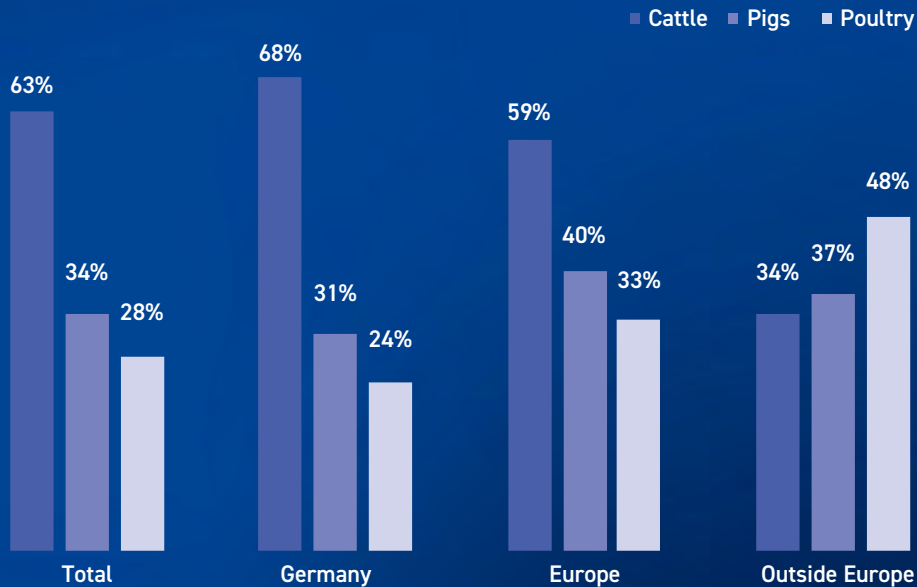
77% of visitors say: "Trade fair goals accomplished!"

VISITORS

Visitor Interest by Animal Species



Visitor Interest by Origin

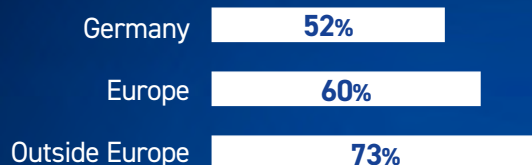


80% of visitors say: “(Very) good technical programme”

VISITORS

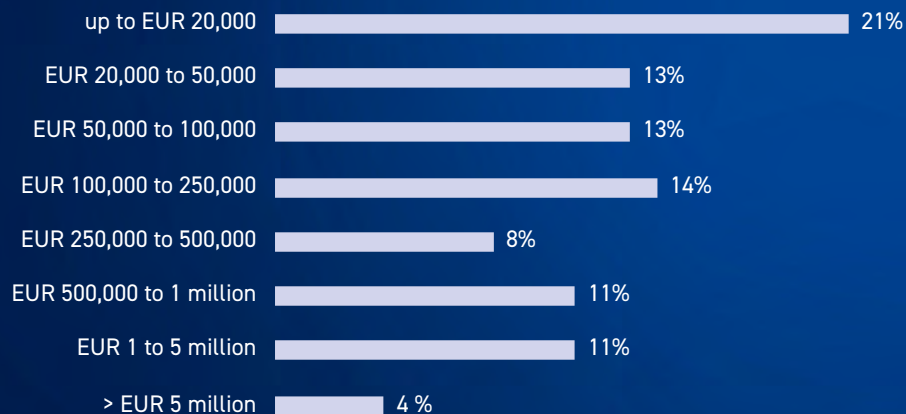
Investment projects

54%
of visitors
intend to invest

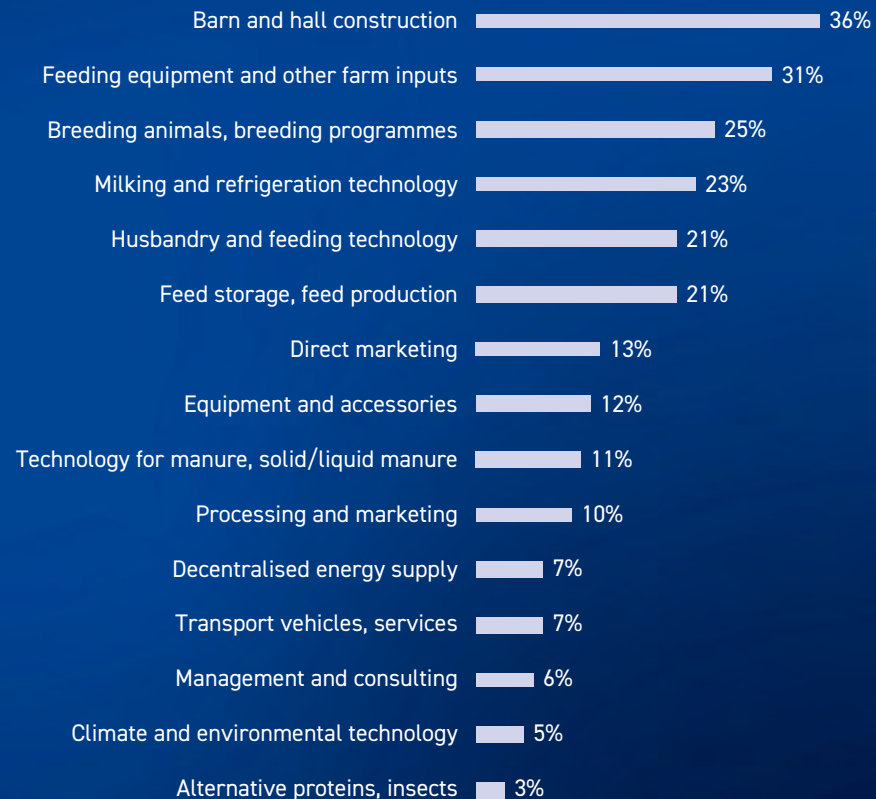


EUR 6.7 billion

Investment projects planned for next 2 years:



Investment areas



VISITORS



“ I am the president of the European Pig Producers Club, which is an organization with some 400 farmers from across Europe. EuroTier is a venue for us to discuss the merits of the range of technical solutions on display as such exchanges are pivotal to making the right investment decisions for the farm.”

Gert van Beek, pig farmer, Netherlands



“ Agriculture and chicken fattening are continuously evolving. The range of developments from feeding to climate but also in the area of digitalization are rapid. EuroTier offers me the comprehensive overview I need.”

Stefan Teepker, poultry farmer, Germany



“ EuroTier is the perfect chance to compare the robotics solutions and test some of the equipment live. This is often not possible directly on the farm. Therefore EuroTier works so well in concentrating all solutions in one place.”

Thibaut Cordel, dairy farm manager, Evendorff, France