



AGRI TECHNICA

The World's No.1

**Information for visitors
with technical programme**

English

**Hanover / Germany
15–19 November 2011**

Preview Days 13/14 November



www.agritechnica.com

The experience AGRITECHNICA

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Welcome to AGRITECHNICA 2011 – the global marketplace for agricultural machinery and equipment!

Hanover, the “capital city of agricultural machinery and equipment” will once again be playing host to the rest of the world from 13 to 19 November. This is where innovations are presented, trends are set and visions are discussed.

More than 2.300 exhibitors from 44 countries will be using AGRITECHNICA 2011 as a platform. All the global market leaders are there. The logical division into key product areas makes agricultural machinery and equipment in 24 halls a unique experience.

This marketplace offers you a complete and varied programme of modern agricultural machinery and services, from drilling to harvesting and storage.

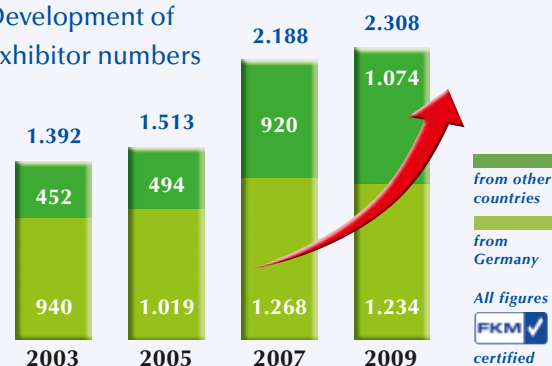
We look forward to seeing you in Hanover.



Freya von Rhade

Project Manager AGRITECHNICA

Development of
exhibitor numbers



Development of
visitor numbers



The entire world of agricultural machinery and equipment

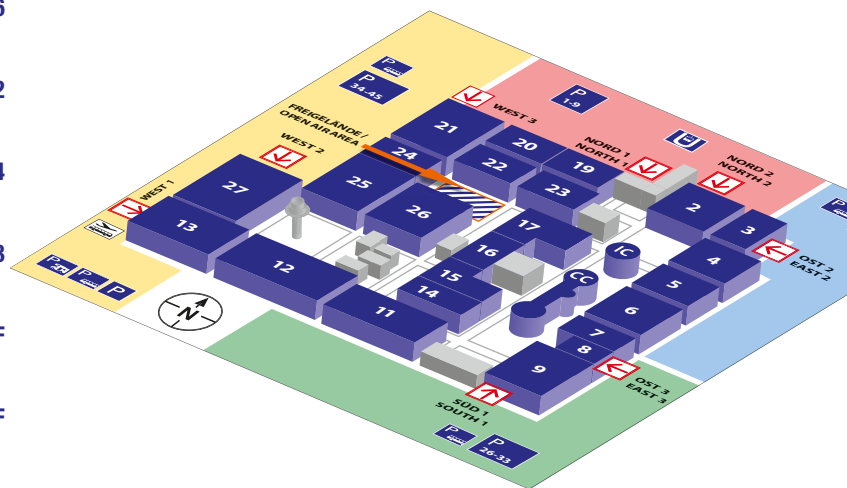
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The Key Areas of the Exhibition

 Tractors / Farmyard and Front Loaders	3, 4, 5, 6, 8, 9, 13, 19	 Sowing Technology	11, 12, 14
 Grain Harvesting	3, 4, 5, 9, 13	 Seeds	15, 16
 Forage Choppers	3, 5, 9, 13, 27	 Fertiliser Application	14, 15, 16, 17
 Forage Harvesting	3, 4, 5, 9, 13, 27	 Plant Protection	14, 15, 16
 Feed Mixers	27	 Root Crop Harvesting – Sugar Beets / Potatoes	2
 Transport Vehicles / Logistics	4, 19	 Special Crops / Vegetable Growing	4
 Storage and Conservation of Harvest Products	6, 19	 Irrigation / Sprinkler Irrigation	3
 Technology for Municipal Application / Landscape Conservation	22, 23	 Energy Plants Production / Renewable Raw Materials	20, 21, F
 Tillage	11, 12	 Forestry Machinery	21, 24, F

 Electronics / Precision Farming / Agricultural Software	16, 17	 Workshop Supplies	7, 8
 Tyres and Wheels	3, 4, 5, 8, 9, 17, 19	 Used Machinery Trade / Dealer Center / Workshop LIVE	7
 Components / Spare Parts	25, 26	 Ministries / Associations / Organisations / AGRITECHNICA Campus	19



Meeting place for experts

A unique contact forum – establish first-class contacts with manufacturers, dealers and colleagues from all over the world. A unique marketplace and meeting point covering the full range of agricultural machinery and equipment in the heart of Europe. You simply cannot afford to miss it!



- **80% of the approx. 2.300 exhibitors are manufacturers**
- **All market leaders are present at the show with their products and concepts in 24 halls**
- **In 2009 altogether 355.118 visitors, including 80.175 international visitors from 88 different countries, came to Hanover**



International Visitors' Lounge in Hall 16

For many years the home-base and meeting place for the many international visitors – the International Visitors' Lounge. This is where we assist you in all matters relating to AGRITECHNICA and help to arrange contacts with trade and industry.

Interpreting services are available here on request and you can use the internet free of charge. We look forward to welcoming you!



Award-winning innovations

Visit the Innovations Stand in Hall 19

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Every two years AGRITECHNICA is the stage for world premières. The exhibitors orient their innovation cycles specifically to AGRITECHNICA.

Impartial jury

An international and independent commission of experts, with members recruited from the fields of acknowledged consultants, academia, and practical farming, selects the most outstanding developments from round about 300 submitted innovations. These are then awarded Gold or Silver Medals.

The products winning awards in 2011 can be found on the Innovations Stand in Hall 19. In addition, all the award-winning innovations are presented in detail in the Innovations Magazine available free of charge at the stand.

The Silver Medals will be presented in Forum 2 in Hall 19 at 9:30 a.m. on Sunday, 13.11.2011. The Gold Medals will be awarded during the official AGRITECHNICA opening ceremony on Monday evening (by invitation only).



Experience at first hand what the world will be talking about tomorrow and the day after.

However, alongside the innovations there will also be many new trends on show at AGRITECHNICA.

Visions that may only make their way into everyday farming in 10 or 20 years will be discussed here. Be right in the thick of it and don't miss anything!



Attractive flanking programme

As the world's leading exhibition for agricultural machinery and equipment, AGRITECHNICA has much more to offer – many events, conferences, congresses and specials round off the information programmes.

A look behind the scenes at AGRITECHNICA 2011:

■ Dealer Center in Hall 7 – the international marketplace for contacts between dealers.

A platform and contact forum for distribution and service partners of agricultural machinery manufacturers.

■ Used Machinery Trade Center in Hall 7 – offers services covering all aspects of used machinery.

Participants include used machinery dealers, online forums, auctioneers, banks and logistic companies who establish contacts with global buyers of used machinery and equipment.

■ Workshop Live in Hall 7 – model workshop showing daily operations and tasks – with young mechanics from the fields of agricultural machinery and construction plant.

- **The Special "Smart Farming" in Hall 16** – Applications and solutions in the fields of navigation, sensor technology, data management and ISOBUS that are already available in practice today.
- **Three Forums in Halls 16, 19 and 21** – where special topics from the fields of agriculture and agricultural machinery are addressed starting every hour on the hour. Join in the discussions. Share your experience! See pages 12-17 for detailed Forum schedules.
- **Fit for the future** – together with exhibitors, AGRITECHNICA promotes young newcomers to the agricultural machinery and equipment industry. DLG e.V., LandBauTechnik, VDI and VDMA will continue their initiative and point out perspectives for the future for new and junior staff.
- **AGRITECHNICA Campus in Hall 19** – with universities and colleges of higher education.
- **Young Farmers Day in the CC** – meeting place where the international upcoming generation exchanges experience.
- **Young Farmers Party** – the legendary party at the end of the Young Farmers Day! For details visit the internet.



	Mon. 14.11.	Tue. 15.11.	Wed. 16.11.	Thu. 17.11.	Fri. 18.11.	Sat. 19.11.
10 h		From cellphone to smart-phone: the mobile all-rounder! DLG Working Group on User Support	Stricter exhaust standards for agricultural machinery and the consequences DLG Test Center	Sensor technology for controlling N-fertilizing on economic and ecological bases DLG Committee for Machinery and Equipment in Plant Production	Modern basic fertilizing management – How it pays off DLG Plant Nutrition Committee	Camera systems – what pictures can move DLG Committee for Machinery and Equipment in Plant Production
11 h	Controlled Traffic Farming – experiences and possibilities of permanently fixed tramlines DLG Committee for Machinery and Equipment in Plant Production/Agroscope research institute (Switzerland)	What N-sensors can do – How far can we believe them? DLG Committee for Machinery and Equipment in Plant Production	Lime (application) in a nutshell DLG Plant Nutrition Committee	EGNOS and Galileo for precision farming – Today and in future DLG Committee for Machinery and Equipment in Plant Production	Social Media for Agriculture: A Global Success Story ISIP e.V.	Just three clicks away from advisory services ISIP e.V.
12 h	Sensor supported lime fertilization DLG Committee for Machinery and Equipment in Plant Production	Potato plants – what do the new systems offer? DLG Committee for Machinery and Equipment in Plant Production	Management 2.0 – the new generation of office work DLG Working Group on User Support	Strip Till – new perspectives through Precision Farming technology? DLG Committee for Machinery and Equipment in Plant Production	What N-sensors can do – How far can we believe them? DLG Committee for Machinery and Equipment in Plant Production	Precision drilling – precision versus speed DLG Committee for Machinery and Equipment in Plant Production
13 h	Creating yield potential maps DLG Committee for Machinery and Equipment in Plant Production	Fit for climate change: Plant breeders develop drought-tolerant varieties DLG Plant Breeding and Seed Committee	Quality management for seed treatment: Certification of seed treatment facilities by Seed-Guard DLG Plant Breeding and Seed Committee	Sugar Beet as biogas substrate: Potentials and practical experience DLG Biogas Committee	It all starts with the harvest – potentials in harvesting logistics, drying and storage DLG Committee for Machinery and Equipment in Plant Production	Protecting wildlife from grassland mowers – are sensors the key to success? DLG Committee for Grassland and Forage Cultivation
14 h	ISOBUS – this is how it works DLG Committee for Machinery and Equipment in Plant Production	Lime (application) in a nutshell DLG Plant Nutrition Committee	Mobility thanks to models – plant protection by mouseclick ISIP e.V.	See more, know more – camera systems in agriculture DLG Committee for Machinery and Equipment in Plant Production	Smartphones – help, my cellphone is intelligent! DLG Working Group on User Support	Mobile networking – how to use the flood of data DLG Committee Labour Management Process Technology
15 h	Smartphone – the new PC for your pocket? DLG Working Group on User Support	Online to field forecasts ISIP e.V.	What output counts – orientation guide to performance data DLG Test Center	Smartphones – making the office mobile DLG Working Group on User Support	ISOBUS – this is how it works DLG Committee for Machinery and Equipment in Plant Production	Precision Farming today – technology of the future or just a game? DLG Committee Labour Management Process Technology
16 h	Just three clicks away from advisory services ISIP e.V.	Precision Farming today – technology of the future or just a game? DLG Committee Labour Management Process Technology	Precision application of plant protection agents DLG Plant Protection Committee	When N-sensor measuring equipment and fertilizing algorithm team up – what is important? DLG Committee for Machinery and Equipment in Plant Production	Straw management with large-width combines DLG Committee for Machinery and Equipment in Plant Production	Variable tractor tyre pressures for road and field – what are the advantages? DLG Committee for Machinery and Equipment in Plant Production

Silver Medal Presentation Ceremony:
Sunday, 13.11.2011 at 9:30 a.m. in Forum 2

	Mon. 14.11.	Tue. 15.11.	Wed. 16.11.	Thu. 17.11.	Fri. 18.11.	Sat. 19.11.
10 h	Hail, torrential rain, storm – what cover can farmers obtain? DLG Working Group Banks and Insurance	Faster, heavier, wider – consequences for road transport aid/Lower Saxony Chamber of Agriculture/Lower Saxony Motorway Police Dept.	Communicating plant protection – successfully in dialogue with consumers DLG Plant Protection Committee	Agribusiness – occupational fields and career prospects for young people Young DLG	Potentials for intensifying arable farming – spotlight on Germany and Australia vTI	Employing people with disability challenges in organic farming – success stories in practice! DLG e.V./BMELV (Fed. Min. of Agriculture)
11 h	Achieving even more performance in plant protection – what advantages does a larger spray tank bring? DLG Committee for Machinery and Equipment in Plant Production	What are the prospects for marginal arable farming sites in North Germany? vTI	Proper irrigation control uses available water efficiently DG Working Group on Irrigation	Plant protection in sustainable farming systems DLG e.V./INL GmbH	Precision Farming and automatic steering systems have their place in organic farming too DLG e.V./BMELV (Fed. Min. of Agriculture)	The markets for organic grain and legumes – now and in the future DLG e.V./BMELV (Fed. Min. of Agriculture)
12 h	Tyre pressure adjustment systems ex works – a must have? DLG Committee for Machinery and Equipment in Plant Production	Effects of the humus balance on greenhouse gas emissions DLG e.V./INL GmbH	The secrets of successful weed control in organic potato farming DLG e.V./BMELV (Fed. Min. of Agriculture)	The best contract models for marketing grain DLG e.V./DLG AgrarTicker	Hail, torrential rain, storm – what cover can farmers obtain? DLG Working Group Banks and Insurance	Where does Germany's arable farming stand? – International benchmarking DLG e.V./agribenchmark
13 h	Remanufacturing saves environment DLG e.V./VMI	Fertilizer market trends – when do fertilizer price and spreader machinery match? DLG e.V./DLG AgrarTicker	Personnel management – how to find and keep good staff Young DLG	Tackling rising volatility – the Exchange as a further price securing instrument DLG Farm Management Committee	Agriculture in Ukraine and Russia – technology and management are needed for large scale farming!* UCAB	Successful direct drilling in Argentina and Russia DLG e.V./Club of European Arable Farmers
14 h	Using water from alternative sources and boosting groundwater recharge DLG Working Group on Irrigation	Cultivating organic field vegetables successfully! DLG e.V./BMELV (Fed. Min. of Agriculture)	Sustainable straw potentials in Germany DLG e.V./INL e.V.	Direct drilling in organic farming – what is allowed? DLG e.V./BMELV (Fed. Min. of Agriculture)	Organic farming – machinery and equipment trends for efficient weed control DLG e.V./BMELV (Fed. Min. of Agriculture)	Topping or defoliation? The sugar beet question DLG Sugar Beet Committee
15 h	Ridge cultivation of organic field crops – that's the trick! DLG e.V./BMELV (Fed. Min. of Agriculture)	Achieving even more performance in plant protection – more speed and less water?! DLG Committee for Machinery and Equipment in Plant Production	Assessing and managing new farm risks properly – machinery, renewable energy sources and pest insurances DLG Working Group Banks and Insurance	Biodynamic breeding – results from organic cropping trials DLG e.V./BMELV (Fed. Min. of Agriculture)	Rating in agriculture – what banks, advisers and farmers have to say DLG Working Group Banks and Insurance	
16 h	Making irrigation profitable DLG Working Group on Irrigation	Managing human resources on farms – successful recruiting and motivating staff University of Göttingen	Earning a living from organic arable farming DLG e.V./BMELV (Fed. Min. of Agriculture)	Arable farmers have a choice – cultivating vegetables! vTI	How to use a commodity futures exchange for marketing and information DLG e.V./DLG AgrarTicker	
17 h	Winter road clearance services – where are the pitfalls? DLG Committee for Machinery and Equipment in Plant Production	Irrigation – costs and methods DLG Working Group on Irrigation	Agricultural machinery for municipal applications – what is important? DLG e.V./Lower Saxony Chamber of Agriculture	Agroholdings – a new dawn in Russia's agriculture? DLG e.V./IAMO	Cleanliness rules! Continuous interior cleaning of field sprayers DLG Committee for Machinery and Equipment in Plant Production	

(Status 29.07.2011. Modifications reserved) = Simultaneous interpreting German-English

* Simultaneous interpreting English-German

For the latest information go to:
www.agritechnica.com/technicalprogramme

	Mon. 14.11.	Tue. 15.11.	Wed. 16.11.	Thu. 17.11.	Fri. 18.11.	Sat. 19.11.
10 h		How the German Biogas Association "interprets" the Renewable Energy Act 2012 German Biogas Association	How the German Biogas Association "interprets" the Renewable Energy Act 2012 German Biogas Association	Costs of producing energy plants KTBL e.V.	Transporting biomass: agriculture or industry – what you need to know DLG Biogas Committee	What you really need to know about plant care DLG Committee for Machinery and Equipment in Plant Production
11 h		Innovative cable guide brace system in forest management DLG Forestry Committee	Earning cash through forest management?! DLG Forestry Committee	Energy crops – the next generation German Biogas Association	Don't mess with residents – public relations as a tool for conflict prevention German Biogas Association	Energy crops – the next generation German Biogas Association
12 h		Sugar beets for biogas plants FNR e.V./DLG e.V.	Using wild plants to produce biogas – current results from FNR projects FNR e.V.	Cultivating and harvesting the "cup plant" for energy production FNR e.V.	Biomass logistics – methods and costs KTBL e.V.	Can forests be managed with zero planting? DLG Forestry Committee
13 h	How to avoid stress – etiquette for biomass delivery drivers DLG Committee for Machinery and Equipment in Plant Production	Biogas in the context of the Sustainability Regulation – status quo and prospects German Biogas Association	Cultivating short rotation coppices with mulch film – costs and methods University of Applied Sciences Rotenburg	Firewood – earning or burning money? KWF e.V./AFL	Hybrid rye silage – bioextrusion provides an alternative to maize silage DLG Biogas Committee	Transporting biomass – pros and cons of alternative methods DLG Committee for Machinery and Equipment in Plant Production
14 h	Fairness counts – correct billing for forage harvesting DLG Committee for Machinery and Equipment in Plant Production	Energy from the woods – income source for part-time farmers and individual firewood collectors DLG Forestry Committee	Chopper for short rotation coppices – problems solved? DLG Forestry Committee	New direction in energy production – a good turn for farm woodland KWF e.V.	Cultivating poplar and willow – is it worth it? HERO e.V.	Battery-powered equipment for forest management DLG Forestry Committee
15 h	Organizing logistic chains DLG Committee for Machinery and Equipment in Plant Production	Fertilizing with digester residues – machinery and cost efficiency KTBL e.V.	Energy from the woods – practical experience with short rotation coppices DLG Forestry Committee	Watch out! How woodland visitors can protect themselves against health hazards KWF e.V./AFL	Skidding cable in forestry – right selection and safety at work University of Applied Sciences Rotenburg	Compacting and storing silage properly DLG Committee for Forage Conservation
16 h	Digester residues – how to organize the logistics efficiently? DLG Biogas Committee	Biomass transport and transloading systems – all problems solved? FNR e.V.	Biomass – more efficient harvesting with correct planning DLG Biogas Committee	Miscanthus – from cultivation to fuel status in thermal power plants with district heating FNR e.V.	Collect your own firewood – does it pay? DLG Forestry Committee	

Events and conferences at the Convention Center (CC)

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- Friday/Saturday,
11./12.11.11**
- **69th International Conference LAND. TECHNIK AgEng2011:**
"Solutions for Intelligent and Sustainable Farming" VDI, MEG
- Tuesday,
15.11.11**
- **"Agricultural markets 2012"**
DLG e.V., DBV,
18:30–20:00 h, Room 1 A
- Wednesday,
16.11.11**
- **Eastern European Conference**
DLG e.V., VDMA, OA
10:00–13:00 h, Room 3 A
 - **Seed Congress**
Deutscher Fachverlag, DLG e.V.
10:00–13:00 h, Room 1 A
 - **"Modernisation of agriculture in Kazakhstan"**
– Investment forum –
Ministry of industry and new technologies,
Kaznex Invest, DLG e.V., VDMA
15:00–17:00 h, Room 13/14
- Thursday,
17.11.11**
- **Employees Day**
DLG e.V., LWK Niedersachsen
10:00–13:00 h, Foyer Room 1
 - **Sino-European Conference**
"The Rising Professional Approach in China's Agriculture." Target group: producers, dealers and investors – DLG e.V., VDMA, CAAMM
10:00–14:00 h, Room 3 B

**Thursday,
17.11.11**

- **Panel discussion:
Young Farmers Day**
DLG e.V., BDL, CEJA,
18:00–20:00 h, Room 3
- **Young Farmers Party**
DLG e.V., starting at 20.30 h
See internet for further information!
- **Jobforum Junior Management:
Prospects in business administration,
sales and marketing**
DLG e.V., 10:30–11:30 h, Room 3 A
- **Jobforum Junior Engineers:
Prospects in technical and electronic fields**
DLG e.V., VDI, LandBauTechnik
12:00–13:00 h, Room 3 A

**Friday,
18.11.11**

The DLG-Stand in Hall 19 ...

... with the DLG Expert Center is the meeting place and information forum for expert visitors and DLG Members. This is where you can gather information for instance about DLG-tested agricultural machinery or the most important trends on the agricultural markets.

**For all DLG Members –
free admission to AGRITECHNICA on two separate days
(starting on 14 November 2011)**



It goes without saying that we give you top service

To AGRITECHNICA 2011 by rail from € 79,-

The cooperation arrangement between DLG e.V., Deutsche Messe AG and Deutsche Bahn AG really helps you save! Climb on board and benefit from the attractive terms. Good for the environment and comfortable for you!

Low-fare flights with Lufthansa

Lufthansa offers you a comprehensive global route network that links Hanover with all the major cities in the world.

As official AGRITECHNICA airline, Lufthansa grants all participants low fare rates.

Shuttle buses in the Exhibition Grounds

Two shuttle bus lines, many bus stops in the Exhibition Grounds and frequent buses – all you need to take you quickly and safely to where you want to be. Simply board a bus and off you go. For details visit the internet or consult the guide available free of charge at the entrances.

Detailed information on these services is available on the internet at: www.agritechnica.com/visitorservice

NEW: AGRITECHNICA App

For easy orientation an official AGRITECHNICA App will be available for iPhones and Android equipment as of October 2011.

Opening times

Daily from 9.00 to 18.00 h

Admission prices

Preview Day Ticket PLUS (13.–15.11.2011)	€ 80.00
Normal season ticket (15.–19.11.2011)	€ 50.00
Two-day ticket (15.–19.11.2011)	€ 33.00
Day ticket (15.–19.11.2011)	€ 22.00
Hometicketing day ticket (15.–19.11.2011)	€ 19.00
Students and pensioners (15.–19.11.2011)	€ 12.00
Children under the age of 8 accompanied by adults	free

Save € 3 by using hometicketing!

Simply print your admission ticket on your own PC at home and save € 3 into the bargain! Detailed information will be available on the internet as of early September.



Discover Hanover's variety

A modern state capital with pioneering architecture and infrastructure, surrounded by idyllic little towns and villages – the Hanover Region is characterised by exciting contrasts. Theatres, concerts and art as well as numerous museums and monuments attract and fascinate culture-lovers from all over the world. The Herrenhausen Gardens, the historical half-timbered building complexes or Marienburg Castle south of Hanover are further highlights.

Hanover's buzzing city centre with its large pedestrian precinct, the new Ernst-August-Galerie mall and high-class arcades lined with shops is a must for shopping-lovers. You can stroll through medieval alleys in the old part of the city and end the evening in restaurants and bars. Eating out in the Hanover Region offers you enormous diversity, ranging from traditional plain cooking to haute cuisine.

For all-in service covering all aspects of your visit to Hanover contact Tourist Information:

Ernst-August-Platz 8, 30159 Hanover,
Tel.: +49 (0)511 / 12345111,
Email: info@hannover-tourismus.de

By air

You can reach Hanover by air with scheduled and charter flights from home and abroad.

During the exhibition an exclusive Agritechnica Shuttle-Bus Service is available for you, leaving the airport between 8:00 and 11:30 am for the Exhibition Grounds (Entrance West 1) and returning between 3:30 and 7:00 pm.

By road

The motorways A2, A7, A37 and A352 and the Exhibition Expressway (Messeschnellweg) lead you comfortably to the over 20.000 parking spaces by the Exhibition Grounds. Please enter either "Kronsbergstrasse" or "Hermesallee" in your navigation system. **Please follow the guiding signs along the feeder and access roads and disregard your navigation system from here on.**

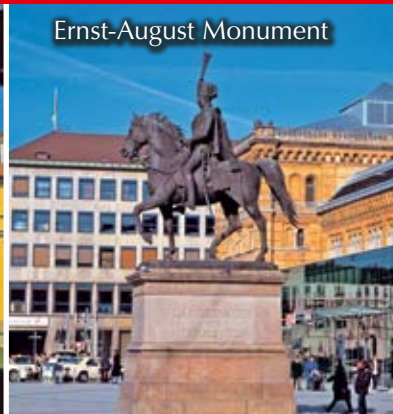
By rail

From Hanover Central Station the urban railway lines 6, 8, 16 and 18 take you quickly and comfortably to the Exhibition Grounds.

Fuerstenhaus



Ernst-August Monument



Herrenhausen Gardens



Town Hall



Professional planning made easy!

Your AGRITECHNICA timetable:

- **Book your hotel or private accommodation in Hanover:**
HANNO-FAIR Incoming
Anette S. Burgdorf, Am Sportplatz 11, 38644 Goslar
Tel.: +49(0)5321/352020, Fax: +49(0)5321/352021
E-Mail: info@hanno-fair.de, Internet: www.hanno-fair.de
- **Apply for your visa** – International visitors from countries with visa regulations: please ask us for an invitation letter to help obtain your visa.
- **The exhibitor database** will be online on the internet as of September 2011. Draw up your own list of favourites for optimal planning of your trip.
- **Tickets** – Avoid queueing at the ticket desk and use our hometicketing service starting in September 2011. And save € 3 at the same time!
- **NEW: AGRITECHNICA App** for iPhone and Android smartphones that manages even without internet. For easy orientation in the Exhibition Grounds. Available as of October 2011.
- **AGRITECHNICA-News by E-Mail:** To make sure you don't miss anything simply send your name, address, postal code/town, country and E-Mail address to: expo@DLG.org

**Any questions? Please contact the AGRITECHNICA
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