

AGROMEK 2024

26 – 29 November

WHAT IS AGROMEK?

- Agromek is Northern Europe's largest agricultural fair.
- It unites the *Food cluster* for four days of exhibition.
 - Agroindustry, the farmers, the machinery dealers, machine stations, road & park, advisers and a lot of other segment related to the food cluster.
- More than 500 exhibitors.
- More than 40,000 visitors.
- 70 foreign exhibitors from 21 countries.
- 3,718 international visitors from 56 countries.

WE HAVE (SOME OF THE) WORLD'S BEST FARMERS – YOU CAN MEET THEIR SUPPLIERS AT AGROMEK

- The environmental impact of producing one pig today is only half of what it was in 1985.
- The average yield per cow today is 80 per cent higher than it was 30 years ago.
- Denmark was one of the first countries in the world to work systematically with the reduction of food waste.
- Around 12% of Danish farmland is cultivated organically.
- Biogas production accounts for 40% of the Danish natural gas consumption.
- Danish farmers have reduced their greenhouse gas emissions by 17%.

Climate-neutral food Industry in 2050

Klima-neutralt
fødevareerhverv

2050

I partnerskab med Danmark



CORE NARRATIVE FOR THE DANISH AGROINDUSTRY

- Throughout the next 30 years, the earth's population will increase to over 9 billion. People who all need to have three meals a day. This requires farmers around the world to produce food in the Danish way. That is, food production that is **efficient, sustainable and with high animal welfare.**
- The Danish agroindustry is among the best in the world for developing and selling solutions for future food production. Thus, the Danish agroindustry contributes to the fact that the world's population growth "can be done" and that both **the Danish and global farmers reach their climate goals.**

FIELD MACHINERY



DALBO[®]



WHEN FARMING MEANS BUSINESS



SLURRY MANAGEMENT



Landia

Højgaards

GREENFARM™

Samson

Growing together

Agrometer a/s

JH | AGRO

STABLE SOLUTIONS



IKADAN
SYSTEM



Big Dutchman.



WASH POWERTM
Make cleaning easy

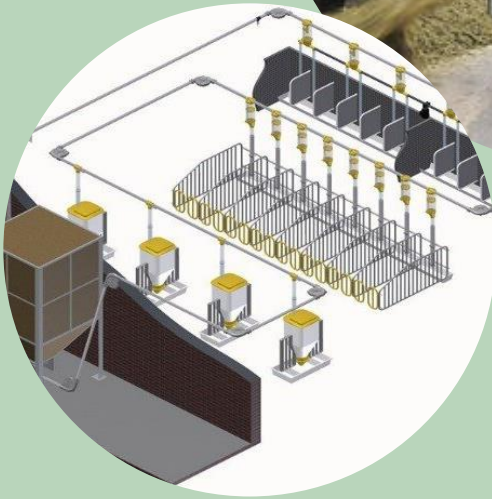


VENTILATION



Klimatechnik

FEEDING



GRAIN HANDLING



SOBY

CIMBRIA

JEMA

**BM
SILO**

**Sukup
EUROPE**

S

grainit
Farm Storage Management

SKIGLD

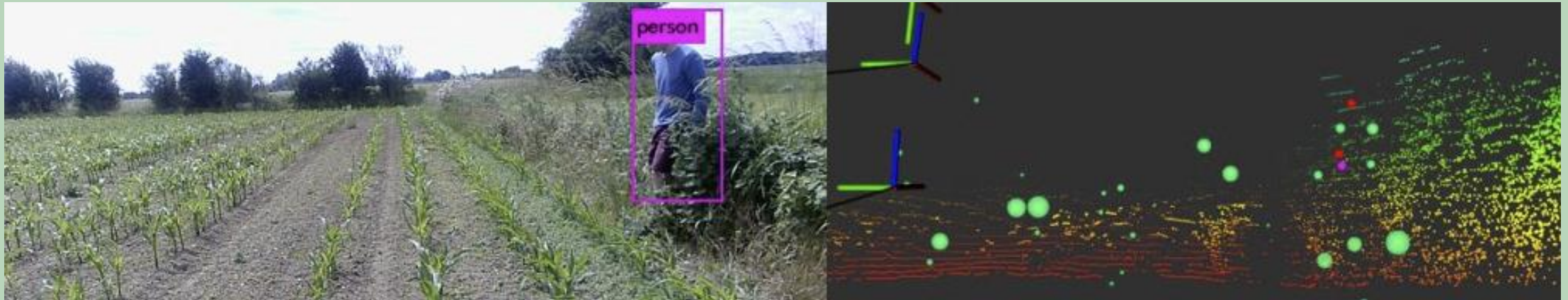
FARMDROID

- FarmDroid is the world's first fully automatic robot that can take care of both sowing and weed control.
- The FarmDroid robot help farmers and plant breeders reduce their costs of sowing and weeding.
- Farmdroid is powered by solar energy.



AGRIROBOT

- AgriRobot helps your new or existing agricultural self-propelled vehicle to become autonomous, without the need for an operator to continuously monitor the robot in the field.



Feedlync by CowConnect

- Feedlync by CowConnect is a technology company that develops new technical solutions for feed handling to the cattle farmers.



AERIAL TOOLS

- Agriculture monitoring – Use a digital, thermal or hyperspectral camera to control the status of the crops: soil moisture, temperature, diseases or growth stage.
- Aerial tools are developing not just another drone, but a revolutionary Vertical Take-Off and Landing (VTOL) platform with world-leading flight time and sensing capabilities for the inspection of large and remote infrastructure and for monitoring agriculture.



FAUNAPHOTONICS

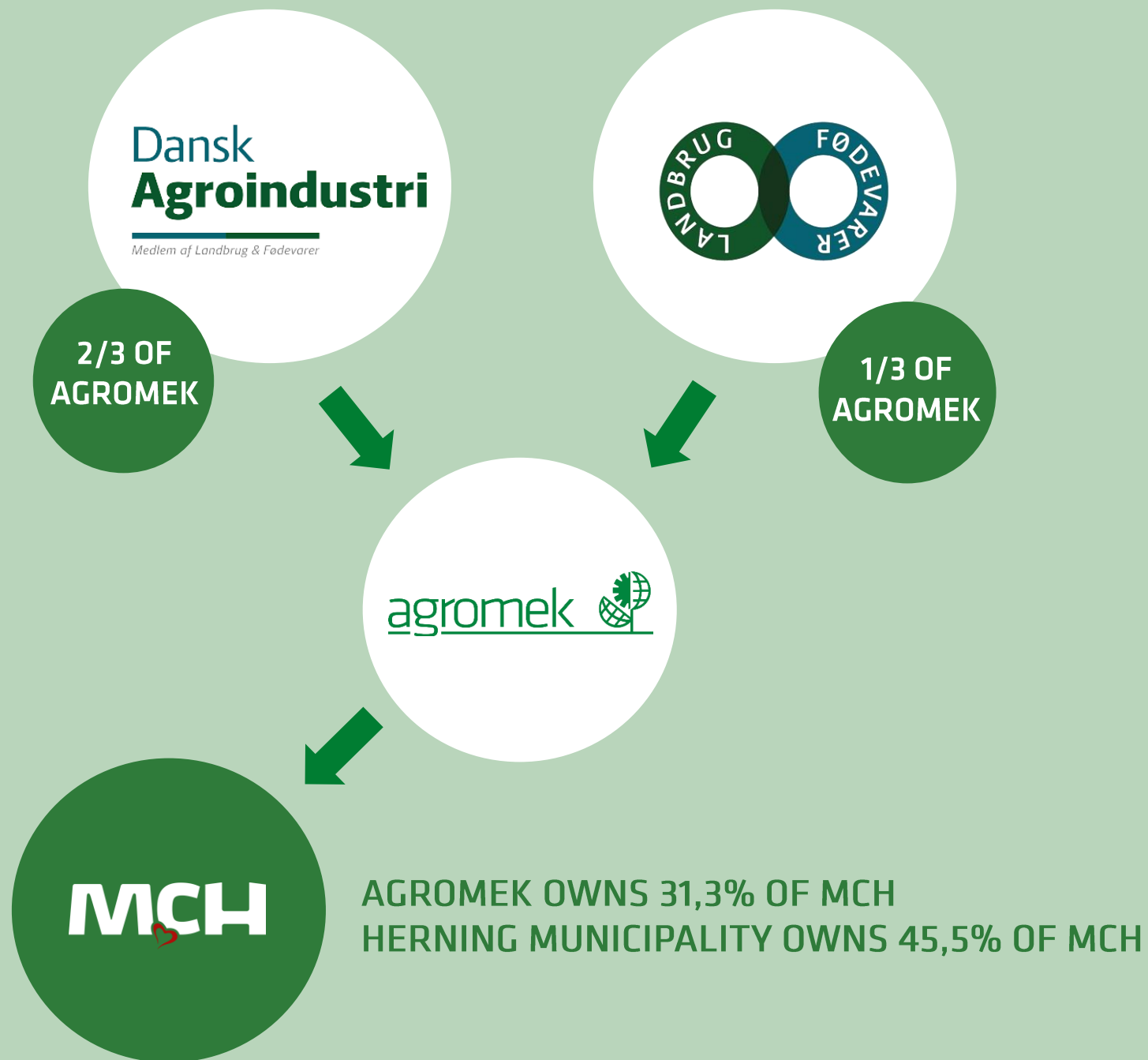
- FaunaPhotonics monitor insects to ensure sustainable crop utilization and to improve tools for pest control and biodiversity for the benefit of mankind.



STRUCTURE

FAIR COMMITTEE:

- Sten Andersen
- Søren Søndergaard
- Christian Lund
- Jens-Peter Lundgaard
- Thomas Funch-Hansen
- Klaus Nissen
- Martin Dyhrman Sørensen
- Heine Christiansen
- Tonny Højgaard
- Jørgen Fransgård
- Anders Levring
- Claus Hermansen



STRUCTURE

FAIR COMMITTEE:

- Sten Andersen
- Søren Søndergaard
- Christian Lund
- Jens-Peter Lundgaard
- Thomas Fr...



THE FARMERS AND THE AGROINDUSTRY OWN AND RUN AGROMEK



AGROMEK OWNS 31,3% OF MCH
HERNING MUNICIPALITY OWNS 45,5% OF MCH

ONE UNIFIED TRADE FAIR AT FULL STRENGTH!



AGRICULTURAL
MACHINERY



TRACTORS & COMBINE
HARVESTERS



CROP
MANAGEMENT



LIVESTOCK
EQUIPMENT



ENERGY

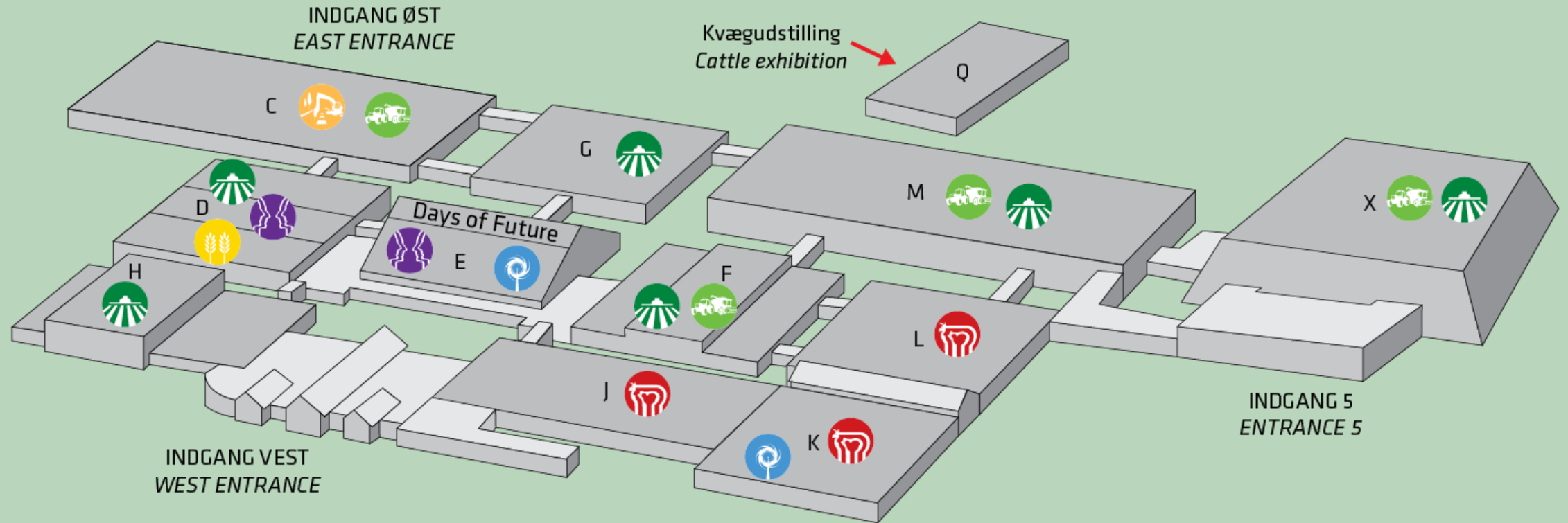


KNOWLEDGE
AND SERVICE



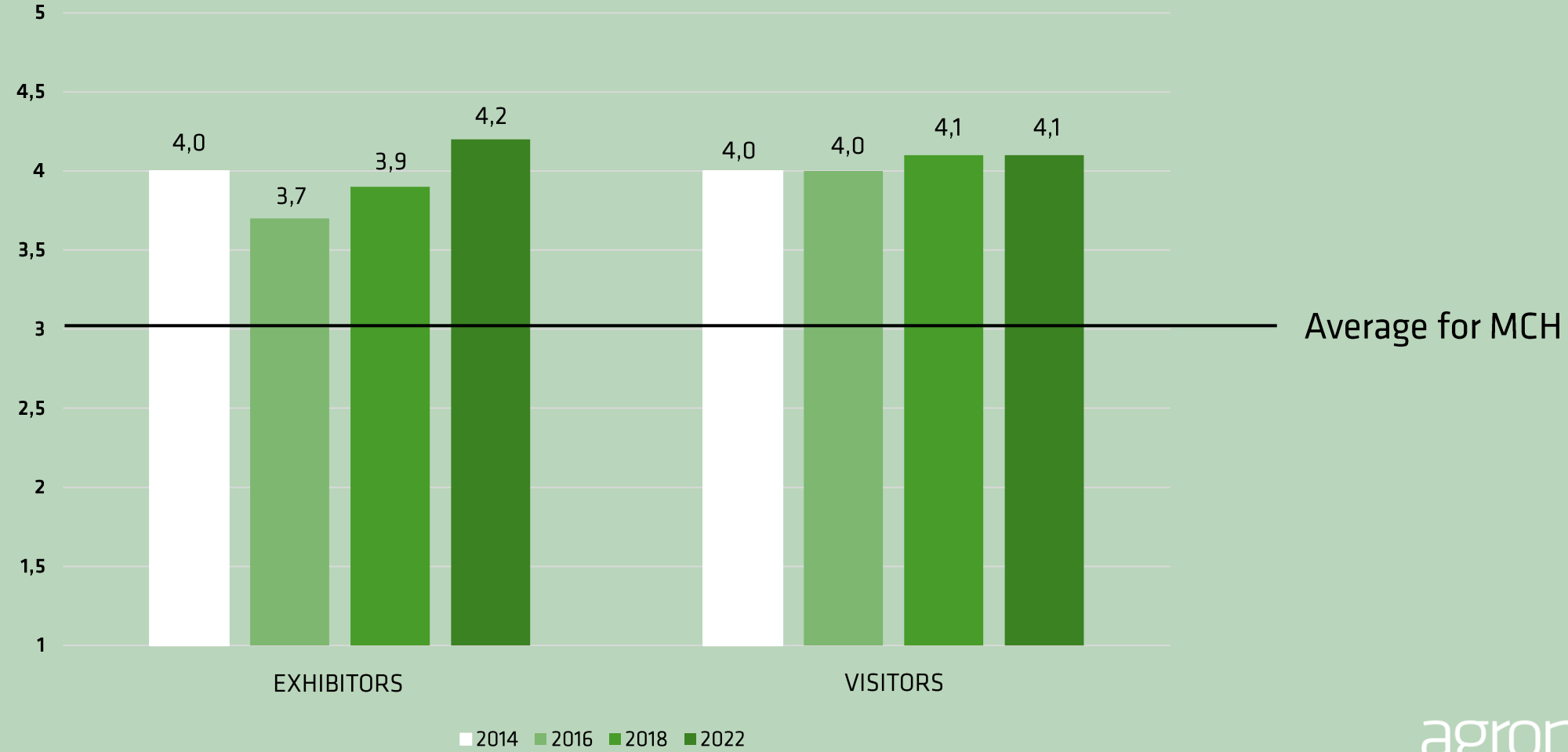
CONSTRUCTION,
ROAD AND PARK

AGROMEK 2022: 37.019 m²



OVERALL RATING

EXHIBITORS AND VISITORS - SCALE 1-5 (5 IS BEST)



ACTIVITIES FOR INTERNATIONAL VISITORS

- The trade fair itself
- Agromek Stars
- Thematic areas
 - Biogas area
 - Cattle show
 - Construction, road and park
 - Innovation area
- Evening Dinner
- Conferences
- Networking

AGROMEK STARS

WE VALUE INNOVATION

RATING OF PRODUCT NEWS – SINCE 1979

- Exhibitors submit their product news.
- Three expert judges from each sector rate the news.
- Exhibitors receive the ratings before Agromek and can use it in their marketing.
- At Agromek, the Agromek Award is awarded among the two- and three-star news within each sector.



AGROMEK STARS

RATING SYSTEM



To achieve 1 star, the product or parts of the product must:

Demonstrate significant innovation as a new product compared with previous products on the market.

Must encompass more than simply a variation in size.



To achieve 2 stars, the product or product changes must:

Deliver a substantial change in capacity, which also encompasses substantial product changes.

Deliver substantially new construction, composition or work improvements compared with previous products on the market.



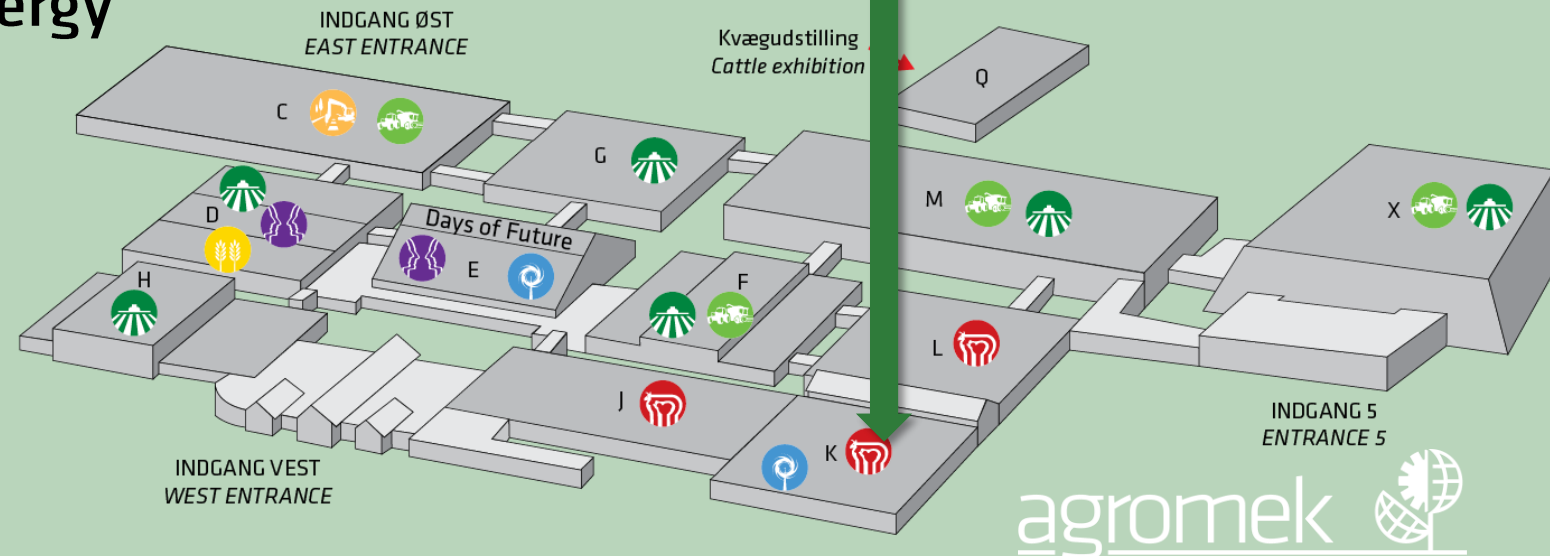
To achieve 3 stars, the product or parts of the product must:

Have a new working concept or a new construction concept.

Have a whole new composition or impact which results in a marked improvement in effect, ergonomics, comfort, environment, economy or climate.

BIOGAS

- Biogas area in Hall K
- Biogas scene with exciting presentations
 - 2 days with English presentations
- Opportunity for international guests to visit biogas plants
- **In 2024: More focus on energy**



CATTLE SHOW – PRESENTED BY VIKING

- Hall Q at Agromek
- Full exhibition programme
- The best diary and meat cattle in Denmark
- Learn about the breeding aspect of livestock farming

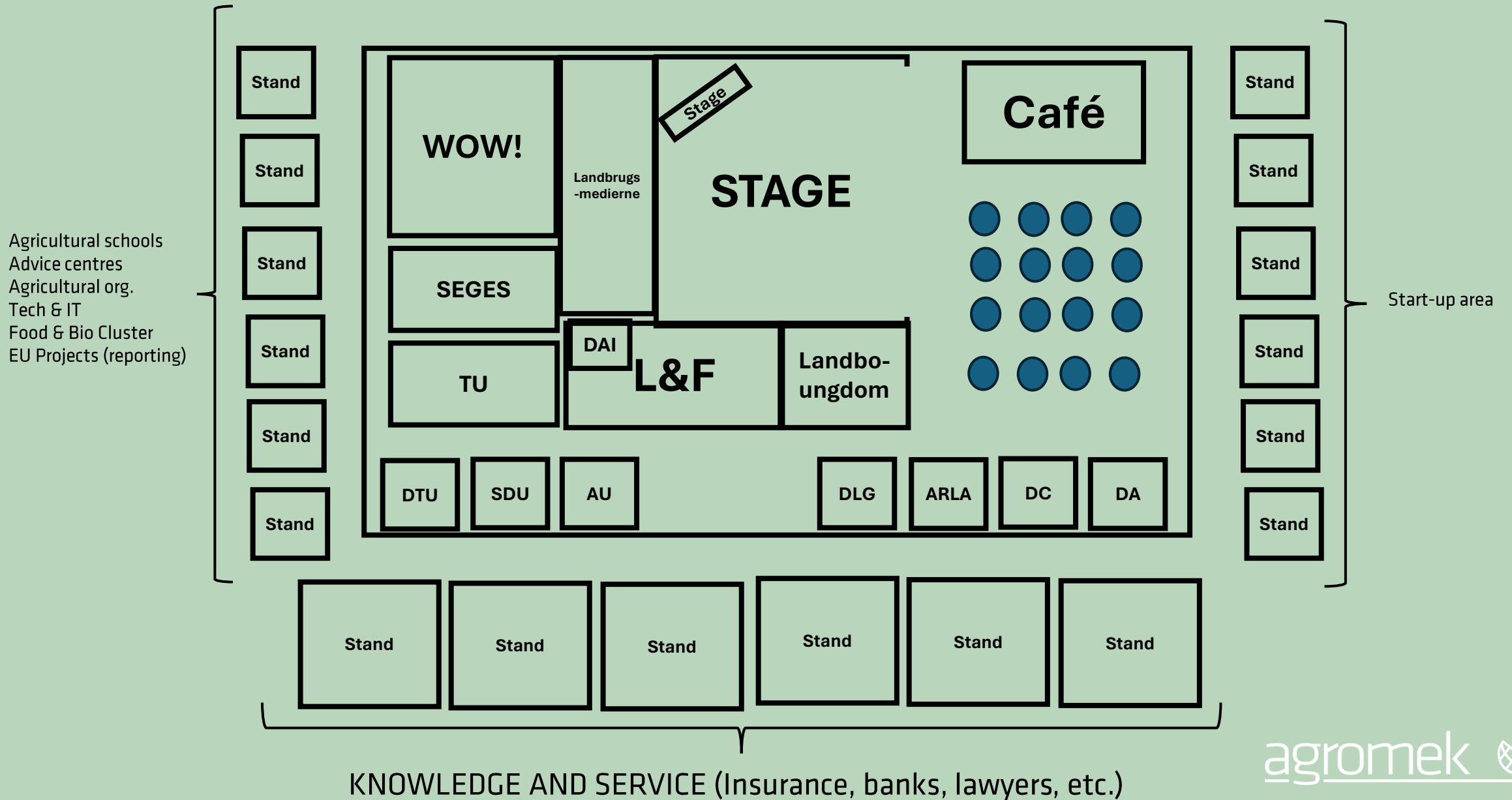


CONSTRUCTION, ROAD AND PARK

- A key meeting place for the construction, road and park industry → organised in close co-operation with Maskinleverandørerne.
- At Agromek, the entire industry gathers in Hall C for four intense days of exhibition, networking and activities.
- In and outside Hall C you can experience:
 - Machinery dealers Live Workshop
 - Demo at outdoor stands
 - DK's best apprentice: Agricultural machinery mechanic



INNOVATION AREA



EVENING DINNER

- Tuesday 26 November 2024 18:00-23:00
- Networking and small activities in the foyer
- 3-course dinner menu
- Music & entertainment

All invited international guests are invited to the Evening Dinner as part of the Travel Package.



INVITING INTERNATIONAL GUESTS

TRAVEL PACKAGE

- Embassies are offered the opportunity to select a group of relevant visitors who can have the opportunity to utilise the Travel Package.
 - Importers
 - Resellers
 - Counsellors
 - Farmers/end users with large herds

TRAVEL PACKAGE

The Travel Package includes:

- Transport between the trade fair and airports in Jutland (Billund or Midtjylland Airport)
- Admission ticket to Agromek
- Two nights accommodation near the venue including breakfast
 - Three nights for overseas guests
- Dinner and attendance at Agromek's international evening dinner with 1,000 guests on Tuesday, 26 November 2024
- Opportunity to participate in farm visits
- Opportunity to visit biogas plants

Please note that the travel fare to and from Denmark is at the expense of the guest.

PAYMENT

We require a registration fee of 150€ per person including Danish VAT of 25%, which must be paid upon online registration.

It is possible to choose payment by invoice, for which we charge a fee of 20€ per invoice.

The guest can choose between the two periods:

- 25-27 November 2024
- 26-28 November 2024

INTERNATIONAL GUESTS 2022

REGISTERED DELEGATIONS VIA THE DANISH AGRICULTURE & FOOD COUNCIL / MINISTRY OF FOREIGN AFFAIRS:

- Canada
- Chile
- Finland
- Ghana
- Holland
- Ireland
- Nigeria
- Peru
- Poland
- Spain
- Sweden
- USA



WHAT TO DO:

- Help us spread information on the Travel Package
- Arrange delegations to attend Agromek

AGROMEK TRAVEL PACKAGE

PROUDLY PRESENTING THE SUPPLIERS TO THE **WORLD'S BEST FARMERS**

Join us and experience first-hand why Denmark is the leading driver of agricultural efficiency, sustainability and animal welfare.

26-29 November 2024


Agromek gathers the industry for a four-day event showcasing more than 540 exhibitors from 19 countries.


Agromek offers a comprehensive list of events including an innovation area, cattle show and an awards show, as well as conferences, professional seminars and networking events. Experience it all alongside more than 40,000 visitors from all over the world.

For international visitors, Agromek offers a travel package to ease your visit.


 The environmental impact of producing one pig today is only half of what it was in 1985.

 The average yield per cow today is 80 per cent higher than it was 30 years ago.

 Consumption of antibiotics in Danish agricultural production is among the lowest in EU.

 Denmark was one of the first countries in the world to work systematically with the reduction of food waste.

 Around 12% of Danish farmland is cultivated organically.

 Biogas production accounts for 40% of the Danish natural gas consumption.

 Danish Farmers have reduced their greenhouse gas emissions by 12%.


agromek.com



TRAVEL PACKAGE - LEAN BACK AND ENJOY AGROMEK

We would be happy to help you with your travel arrangements.

The Travel Package Includes:

- Transport between the trade fair and airports in Jutland (Billund or Midtjylland Airport)
- Admission ticket to Agromek
- Two nights' accommodation near Herning including breakfast
- Three nights for overseas guests
- Dinner and attendance at Agromek's International evening dinner with 1,000 guests on Tuesday, 26 November 2024
- Opportunity to participate in farm visits
- Opportunity to visit biogas plants

Please note that the travel fare to and from Denmark is at your own expense.

Payment

We require a registration fee of 150€ per person including Danish VAT of 25%, which must be paid upon online registration. It is possible to choose payment by invoice, for which OrgaNicer charge a fee of 20€ per invoice.

You can choose between the following two periods for your stay:

- 25-27 November 2024
- 26-28 November 2024

Opening party for exhibitors and foreign guests

On Tuesday 25 November 2024 at 18:00, Agromek invites all exhibitors and foreign guests to a grand opening dinner. We will serve a delicious dinner during which there will be music and entertainment.

Contact

If you have any questions regarding the above or would like to make use of the Travel Package, please contact our partner OrgaNicer, who manages the registration on behalf of Agromek. For questions regarding the trade fair in general, you are welcome to contact Team Agromek.


OrgaNicer
Gitte Brunebjerg, Kikkegaard
Booking Manager
+45 9627 2231
agromek@organicer.dk

Team Agromek
Malbritt Kindberg
Project Coordinator
+45 9926 9939
mki@rmch.dk



EXAMPLE OF A VISITING PROGRAM FOR AGROMEK

Incoming delegation:

- Identified by the Danish embassy
 - the right people, at the right level, their interests and needs – a possible company match in Denmark
- 35 people:
 - Big farmers from several regions with intensive agriculture
 - Investors
 - Local government authorities
 - Veterinarian delegation

EXAMPLE OF A VISITING PROGRAM FOR AGROMEK

Day 0

- Arrival/ escorted by Danish embassy
- Joint accomodation at Hotel Legoland
- Informal Briefing dinner at hotel with embassy and DAFC

EXAMPLE OF A VISITING PROGRAM FOR AGROMEK

Day 1

- Visit at Agromek
- Seminar at FCM VIP room for incoming delegation and Danish exporting companies
 - Company presentations from Danish side
 - Investment presentations from visiting delegation
 - Networking Lunch
- Company Visit to DLA agro
- Agromek official dinner with entertainment

EXAMPLE OF A VISITING PROGRAM FOR AGROMEK

Day 2

- SEGES visit, program tailor made to the delegation's needs
 - Joint program: Coops in Denmark, Plant Production, Organic farming, Lunch,
 - Separate seminars: a) Milk production b) Pig production

- Separate farm visits:
 - Milk production farm
 - Pig production farm
- Informal dinner at hotel/ evening free