



# Media Service

DLG e.V., Eschborner Landstr. 122, 60489 Frankfurt/Main, Germany  
Tel: +49(0)69/24788-410, Fax: -112; e-mail: [m.conlong@DLG.org](mailto:m.conlong@DLG.org), URL: [www.dlg.org](http://www.dlg.org)

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## **EuroTier represented at the 2018 Okra Agricultural Exhibition in Finland**

**Frankfurt, Germany, 4<sup>th</sup> June, 2018** – Finland's farmers will be able to find out more about EuroTier 2018 and its accompanying EnergyDecentral event at this year's Okra Agricultural Exhibition, which takes place at Oripään Airfield from 4 to 7 July 2018. Representatives from the DLG (German Agricultural Society), which organizes both events, will host a stand where they will promote the two trade fairs to the country's farmers. The Finnish travel partner of EuroTier, FMT / Forssan Matkatoimisto Oy will also be at the stand to inform about group trips to EuroTier and EnergyDecentral.

The DLG considers the Okra Agricultural Exhibition as the ideal venue to publicize the events, which take place in Hanover, Germany, from 13 to 16 November 2018. Not only is it one of Finland's largest farming gatherings, but its reputation for fostering innovation is aligned with the DLG's key objective of promoting international agricultural knowledge across nations.

Finland's farmers, in common with their Scandinavian neighbors in Norway, Sweden and Denmark, are well known for running modern, efficient livestock operations with high levels of animal welfare, and they will be keen to find out about the latest trends and techniques in livestock production at EuroTier in November. The same is true for those involved with Finland's extensive forestry sector, which is already a major contributor to the country's energy mix. Energy Decentral will highlight the latest technologies for generating heat and electricity from timber.

Livestock farmers from Finland visiting EuroTier 2018 will be able to find out how an increasingly digitally connected world is opening up new possibilities for their businesses. This theme this year at EuroTier is "Digital Animal Farming – Management Support, Animal Health, Food Safety", and it will highlight technologies for successfully combining productivity and animal welfare, as well as information management and the sustainable use of natural resources. Efficiency and animal health, as well as transparency and quality in production processes, are now recognized as the key to economic and ecological success in livestock farming.

"New concepts around digitization can bring added value to agriculture, help integrate agriculture into a dynamic rural area and highlight its role as an indispensable part of society," explained EuroTier's project manager at the DLG, Dr. Karl Schlösser. "EuroTier exhibitors will be presenting their latest solutions at Hanover's Exhibition Center in November, and the DLG, together with partners from industry, science and consulting will explain the importance of digitization for modern livestock farming, with examples explained in special features and forum events.

Thousands of visitors come from Scandinavia for each edition of EuroTier, and initial indications suggest there will be similar numbers this year. All the world's leading suppliers of modern animal husbandry technology will be represented at the event; more than 2,000 companies have already registered, and this includes around 300 new exhibitors, underscoring the trade fair's importance as a platform for the modern animal husbandry sector. The total number of exhibitors this year is expected to exceed 2,500.

With more than 163,000 visitors in 2016, EuroTier, which takes place again this year in Hanover, Germany, from 13 to 16 November 2018, is widely acknowledged as the world's largest exhibition for livestock producers. The event drives innovation and fosters ideas for international livestock farming, and the new products shown there regularly provide new impetus for effectiveness, efficiency, precision and improved animal welfare.

More information about EuroTier and EnergyDecentral can be found online at [www.eurotier.com](http://www.eurotier.com) and [www.energy-decentral.com](http://www.energy-decentral.com)

### **About DLG**

DLG is a not-for-profit organization based in Frankfurt, Germany. One of its key objectives is to promote international agricultural knowledge across nations, and the society organizes a range of agricultural exhibitions throughout the world including Agritechnica, the largest exhibition of agricultural machinery, and EuroTier, the largest exhibition for livestock technology. DLG's activities also include a world-renowned independent test center and a respected Crop Production department.

### **Media contact**

Malene Conlong

Tel: +49 69 24788237

Email: [M.conlong@dlg.org](mailto:M.conlong@dlg.org)