



# EuroTier

## CHINA

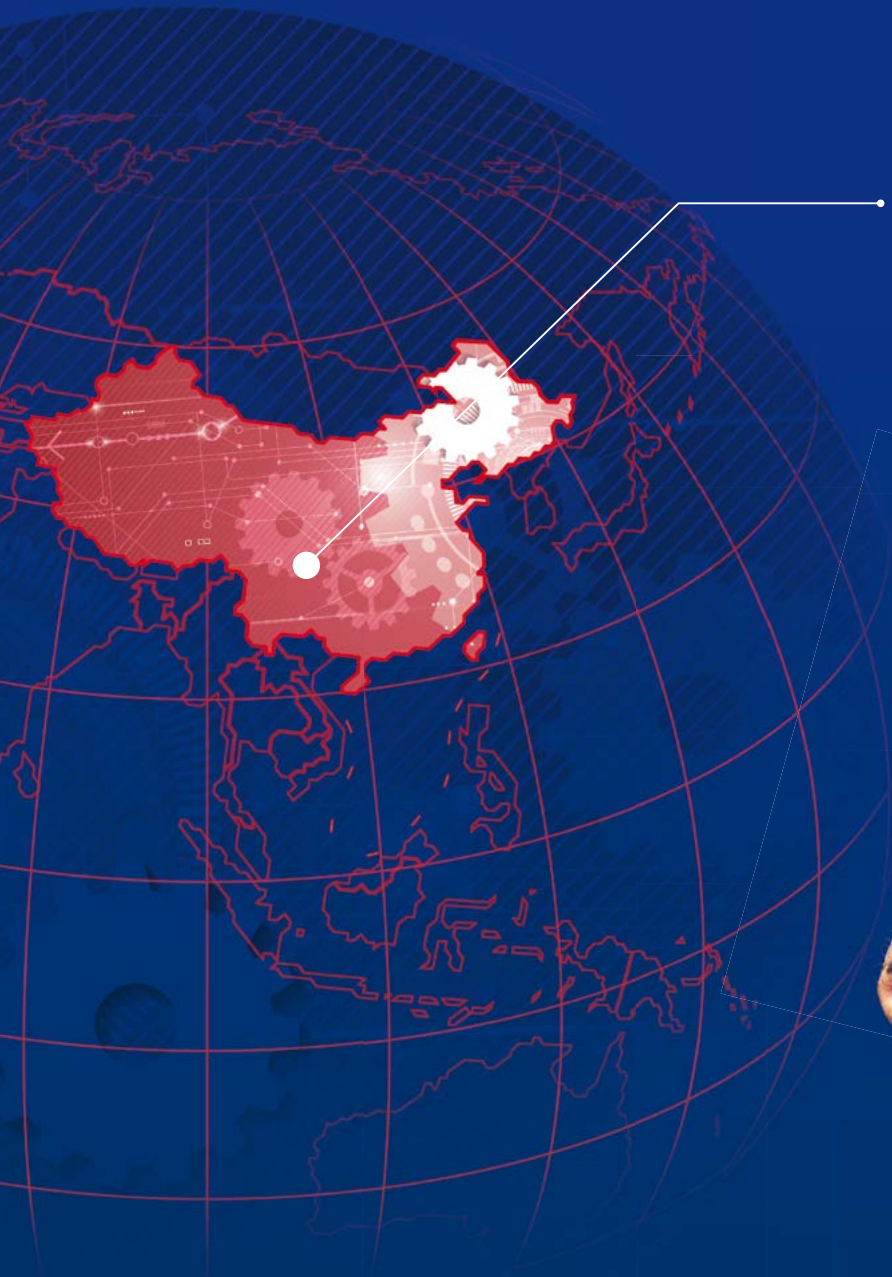
### ANIMAL FARMING

12 – 14 September 2021

**Chengdu, China**

International Exhibition Center of Western China  
International Expo City

Connecting you with the  
global farming industry



[www.eurotierchina.com](http://www.eurotierchina.com)



MADE BY



# EUROTIER CHINA – THE PLACE TO DO BUSINESS FOR ANIMAL FARMING PROFESSIONALS

EuroTier China is returning to the city of Chengdu for its 3<sup>rd</sup> edition. Chengdu is amongst the top 5 conference and exhibition centers in China. At EuroTier China you find a variety of **buyers and partners for your products under one roof** and thereby the opportunity to **grow and enhance your network** in the region.

## EUROTIER CHINA KEY FACTS\*



### INTERNATIONAL ATTENDANCE

Visitors and exhibitors from over **13 different countries** (In 2019 from over 40 countries).



### EXHIBITORS

**190 exhibitors** from all segments of the animal farming industry (in 2019 300 exhibitors).



### TRADE VISITORS

**12,000 offline and online trade visitors** (in 2019 22,000 trade visitors).



### TECHNICAL PROGRAM

The EuroTier China technical program, online and offline, covered a **wide variety of trending key topics** presented by speakers from all over the world.

\*based on 2019 and 2020 statistics

## EUROTIER CHINA EXHIBITORS IN THEIR OWN WORDS

**Niraj Prajapati**, CEO, Kinghoo Agrotech Co. Ltd.

“This is the first exhibition we decided to take part in this year (2020) and EuroTier China was our first choice. DLG has done a fabulous job organizing this exhibition in the current challenging situation, [...]. We have greatly benefited from this exhibition as we have met many potential customers and partners and I have received a similar positive feedback by other fellow exhibitors. It has been amazing to see a hybrid format with an onsite event combined with an online presence through EuroTier China LIVE so that we can connect with potential partners, who could not come and visit us because of the travel restrictions.”

**Chengxi Jiang**, Sales, Krone

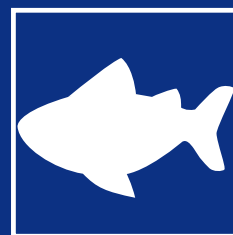
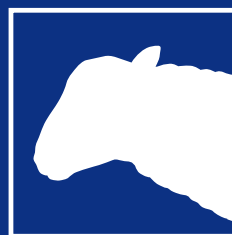
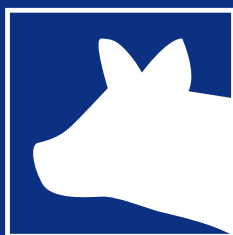
“EuroTier China has chosen a very opportune timing. EuroTier China 2020 has answered the core of animal farming in China after months of silence in the animal farming sector. China is in need of new technologies and products. DLG has brought something we require despite all the pressures and limitations. EuroTier China has also proved the confidence of this industry in its ability to bounce back.”



# ONE BRAND – ALL SEGMENTS

The trade fair offers a comprehensive exhibitor portfolio for poultry, cattle, pig, sheep and aquaculture. Innovations along the whole animal livestock chain will be presented.

## ANIMAL FOCUS



## EXHIBITION PROGRAM

- Breeding animals, breeding programs, trade, reproductive technology
- Feed and other farm inputs
- Feed storage, feed production
- Animal housing and shed construction
- Keeping and feeding technology
- Climate and environmental technology
- Milking and cooling technology
- Technology for solid and liquid manure
- Transport vehicles, transport services
- Processing and marketing
- Equipment and accessories
- Management and consulting
- Veterinary medicine
- Waste treatment
- Livestock environment protection
- Renewable energy

## TECHNICAL PROGRAM

- Accompanying conferences and workshops
- Expert panel discussions
- Guided tours

## HOSTED BUYER PROGRAM

A resource-intensive selection of the key players in the industry who are given a personal tour of the exhibition, matching products and services to their needs. The organizers sponsor the accommodation and travel of the selected Hosted Buyers.

Send us your recommendations.

Top agricultural decision-makers |  
Match and meet | Meticulous selection criteria

## INCLUDING: EnergyDecentral



The EnergyDecentral exhibition has established itself as the major platform for decentralized energy systems. It covers the entire value chain of sustainable energy production, from resources and energy generation to smart energy.

## A POWERFUL ALLIANCE FOR A STRONG SHOW

The **DLG** (German Agricultural Society) is a non-profit, politically independent, international organization with a large global network in the agri-food industry. With its leading worldwide trade fairs, EuroTier and AGRITECHNICA, and 40 more exhibitions and events in numerous countries, the DLG offers internationally recognized platforms and important business marketplaces for companies to tap into new markets and customers.

A subordinate authority of the Ministry of Agriculture and Rural Affairs of the People's Republic of China, the **National Animal Husbandry Services (NAHS)** and **Beijing Tech** in partnership with DLG are now bringing the **EuroTier China** animal farming trade show to the region. NAHS and Beijing Tech combine years of technical know-how and customer access in the animal farming sector.

## THE LIVESTOCK SECTOR IN SICHUAN PROVINCE\*

- Ranking first amongst all Chinese provinces in numbers of livestock production
- Sichuan province provides 8.3 % of the national pork production and contributes with 4.4 % to the global pork production
- Until the end of 2021 the total stock of pig should be rebuilt to its numbers before the outbreak of African Swine Fever
- South-Western China is as well a leading region in cattle production
- Amongst the top 10 production region for poultry and small ruminants
- Circular economy system with a high level of standardization and including plant and animal production is the most coming form of animals farms in the province
- Government plans reach of 50 % of mechanization for all large scale farms by 2025, therefore new technologies and products are on high demand

\* Sources: Report of the People's Government of Sichuan Province on the Development of Modern Animal Husbandry in the Province, Xinhua Net report on September 16, 2020

## REASONS TO EXHIBIT

- **THRIVING MARKET**  
Connect with the world's leading livestock market
- **STRONG PARTNERS**  
The undisputed place to do business for the region's livestock industry with top government support.
- **EXCLUSIVE PREMIUM PARTNER PROGRAM**  
Take a central position at the trade fair by becoming a premium partner.
- **TAILORED TECHNICAL PROGRAM**  
International and regional experts deliver a customized technical program for the region.
- **HOSTED BUYER PROGRAM**  
Network with buyers from the industry's key players.

## MARK YOUR CALENDER



### EuroTier Middle East

7 – 9 June 2021

Abu Dhabi, United Arab Emirates (UAE)



### EuroTier

15 – 18 November 2022

Hanover, Germany

## CONTACT US

Saskia Zuleger, DLG International  
Phone: +49 69 24788 239

Leely Zhang, DLG AgroTechService  
Phone: +86 10 6590 6120

[eurotierchina@dlg.org.cn](mailto:eurotierchina@dlg.org.cn)

[www.eurotierchina.com](http://www.eurotierchina.com)

## USEFUL INFORMATION

### VENUE

International Exhibition Center of Western China,  
International Expo City, Chengdu, People's Republic of China

### DATES

12 – 14 September 2021

### IMPORTANT DEADLINES

Registration Deadline: **15 August 2021**

### STAND PRICES

Space only	Basic booth	Premium booth
US\$ 252/m <sup>2</sup>	US\$ 277/m <sup>2</sup>	US\$ 300/m <sup>2</sup>

MADE BY



**DLG International GmbH**  
Eschborner Landstr. 122  
60489 Frankfurt am Main  
Germany  
[www.dlg-tradefairs.com](http://www.dlg-tradefairs.com)



**National Animal Husbandry Service (NAHS)**  
No.20 Maizidian Street, Chaoyang District  
100125 Beijing  
P.R.China  
[www.nahs.org.cn](http://www.nahs.org.cn)