

Australia's International Agricultural Exhibition and Conference

FUTUREAG

INNOVATION STARTS HERE

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TECHNICA** ^{DLG}
THE WORLD'S NO. 1



6-8 August, 2025 • Melbourne, Australia

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Deutsche Messe



FutureAg Expo is a trade exhibition and conference for the agribusiness sector, which comprises the entire value chain, from production, industrialisation and marketing of agricultural products.

Organised by Hannover Fairs Australia, FutureAg Expo aims to increase its specialisation and competitiveness by moving towards Agribusiness 4.0 through the adoption of technologies such as Artificial Intelligence, Big Data, Blockchain, Automation, Drones, Logistics 4.0, and many more.

Australian agriculture accounts for:

55%

55% of Australian land use (427 million hectares, excluding timber production, in December 2020) and 24% of water extractions (2,746 gigalitres used by agriculture in 2019–20)

12%

12% of goods and services exports in 2020–21

1.9%

1.9% of value added (GDP) and 2.5% of employment in 2020–21



Source: Australia Department of Agriculture, Fisheries and Forestry <https://www.agriculture.gov.au/abares/products/insights/snapshot-of-australian-agriculture-2022w>

Australia has a diverse agricultural, fisheries and forestry sector, producing a range of crop and livestock products. The gross value of agricultural, fisheries and forestry production has increased by 7% in the past 20 years, from approximately \$70 billion in 2001–02 to \$75 billion in 2020–21.

The Australian Government set a goal of supporting the agriculture sector's ambition to become a \$100 billion industry by 2030.

FutureAg Expo will encourage industry professionals to exhibit their products and innovations in this international B2B platform dedicated to agriculture, livestock and fisheries. It will be a unique opportunity to showcase products and services, equipment and 4.0 technologies, agricultural inputs, transformation and processing, distribution and logistics, specialised services and product for the wholesale market.

FutureAg 2025, the only trade fair for agricultural technology in Australia will host leading companies of the industry to present their products and innovations.

The event has the potential to:

- Become the largest metro based international agricultural trade event in Australia
- Provide an educational platform for producers, through the collaboration of associations, government and research and technology partners
- Establish cooperation with multipliers such as worldwide event partners, associations and ministry to provide content and local and international visitors and delegations
- Become the forefront event for technology in agriculture.



Harvesting, Tractors, Transport & Care

Tractors, farm, front loaders, conveyors, machinery and equipment for crop protection, crop care and fertilising.

Forestry

Forestry equipment, municipal equipment, equipment for landscape management.

Know-How

Associations, federations, organisations, academic and research institutes, farm management, consulting and services.

Soil, Seed & Farm Inputs

Seeds, fertilisers, pesticides, fuels and lubricants, tillage equipment, drills and planters.

Storage

Crop processing, conditioning and storage solutions.

Digital Assistance, Bio & Innovation

Electronics, agricultural software and precision farming systems, farming bio transformation, industry innovation.



When

FutureAg Expo will be held across three days annually commencing Wednesday, 6 August 2025 – Friday, 8 August 2025. Open to the public 8.30am to 4.30pm (Wednesday and Thursday) and 8.30am to 4.00pm (Friday).

Where

FutureAg Expo is being held at Melbourne Showgrounds, Ascot Vale, Victoria, Australia – the largest participation rate in events in Victoria, the largest exporting state of agricultural products in Australia.

Who

The event will be an exciting exhibition, sales and networking opportunity for: suppliers of agricultural and agro-industrial products, services and technology serving the markets of Australia, New Zealand and Asia Pacific. Manufacturers, producers, importers and distributors of products and services related to agricultural, aquacultural, horticultural, livestock processes.

It will appeal to those motivated to see and learn more about the future of agricultural innovation and the technologies and expertise available today to help improve productivity, efficiency. Expected visitors to include agriculturists, pastoralists, aquaculturists, horticulturists, fresh produce manufacturers, farm owners/ managers/ workers, agronomists, specialised engineers and technicians, trade wholesalers and retailers; government officials; investors and entrepreneurs; researchers and project managers; consultancy and research in the Asia Pacific Region.

