



EuroTier^{DLG}
First in animal farming.
digital

energy
decentral^{DLG}
POWERING NEW IDEAS
digital



Review

9 to 12 February 2021

MADE BY





Over **1,200** exhibitors
(of which **61%** international)



Over **41,000**
participants over
four event days (of which
45% international)



Over **300**
events in the
technical programme



Around **255,000**
digital interactions
(i.e. 1:1 audio/video calls, 1:1 chats,
expo showroom visits,
user networking, etc.)



45%
self-employed farmers
and managing directors



83,000 visits to
the technical programme
over four event days



Participants from
128 countries worldwide



Top quality:
76%
decision-makers



Over **780,000**
page impressions



Very high investment intention on the part of participants: **2.8 billion** euros

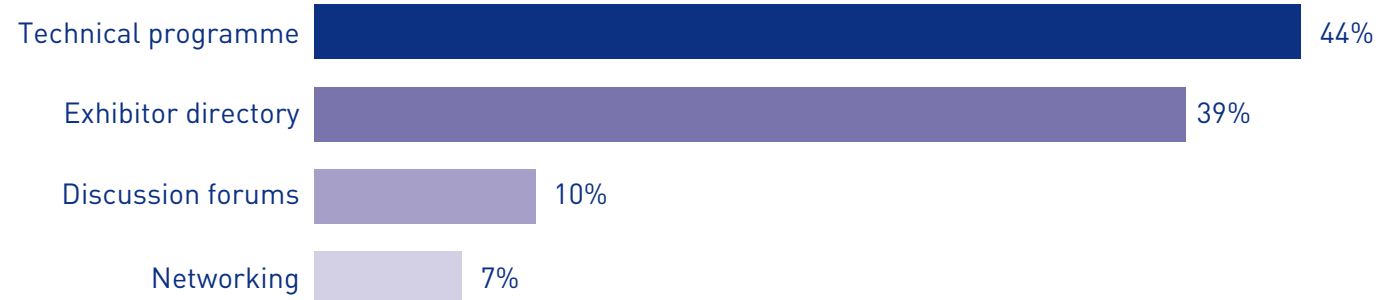


Average length of time spent on the online platform:

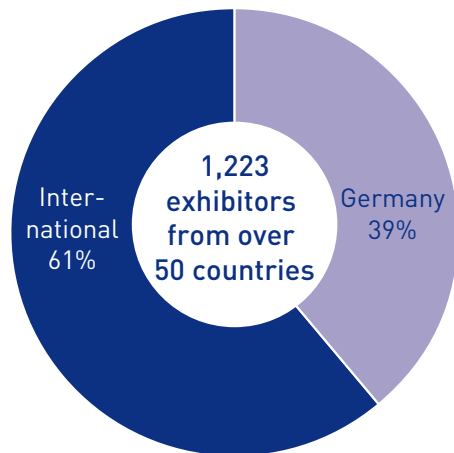
5.2 h



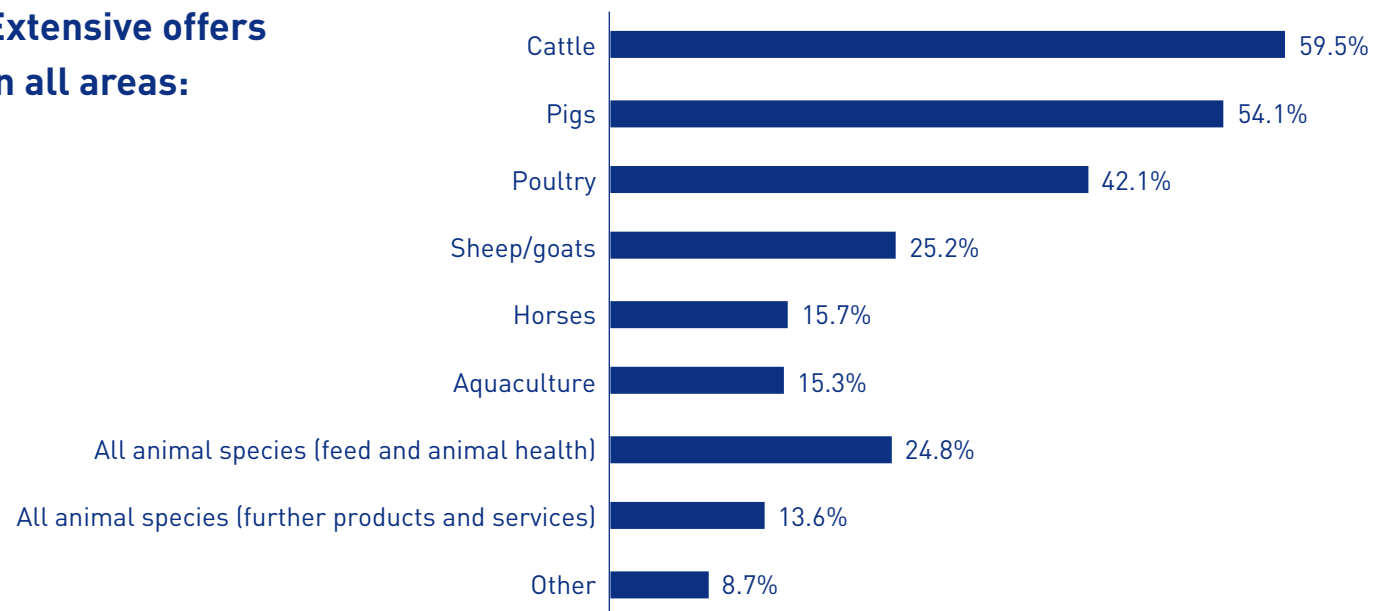
The favourites:



Exhibitors:

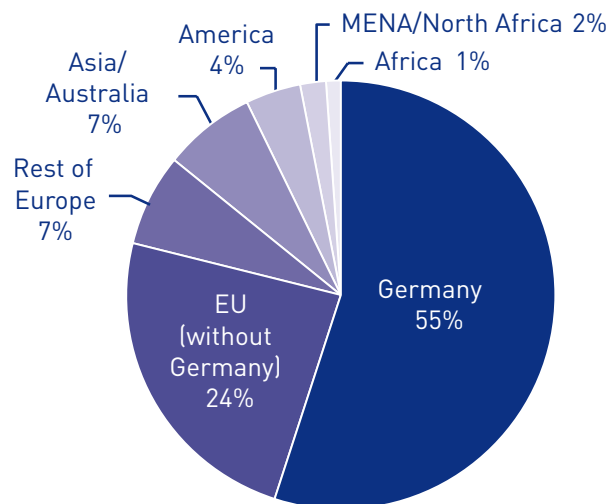


Extensive offers in all areas:

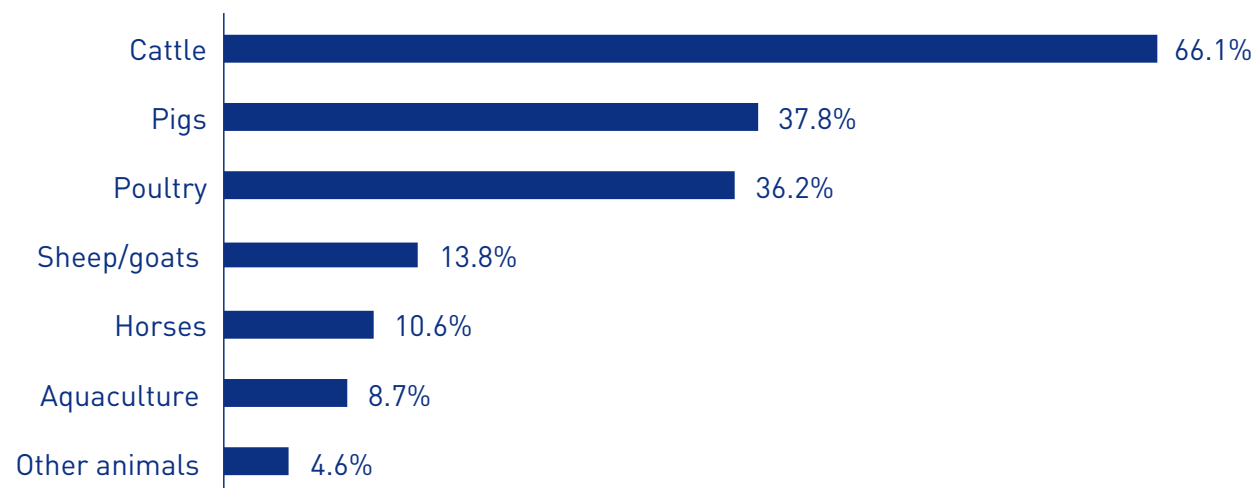


(Multiple responses possible)

41,000 participants:



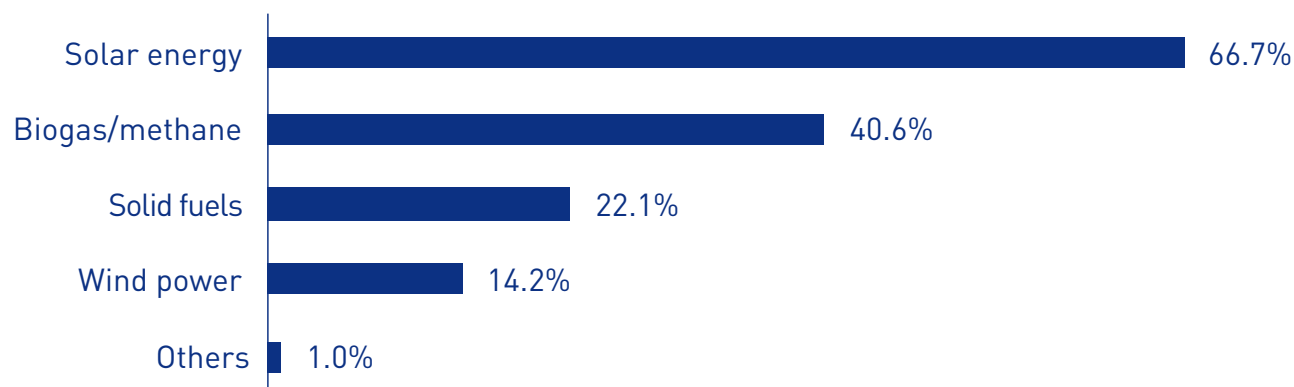
Two thirds of participants interested primarily in cattle:



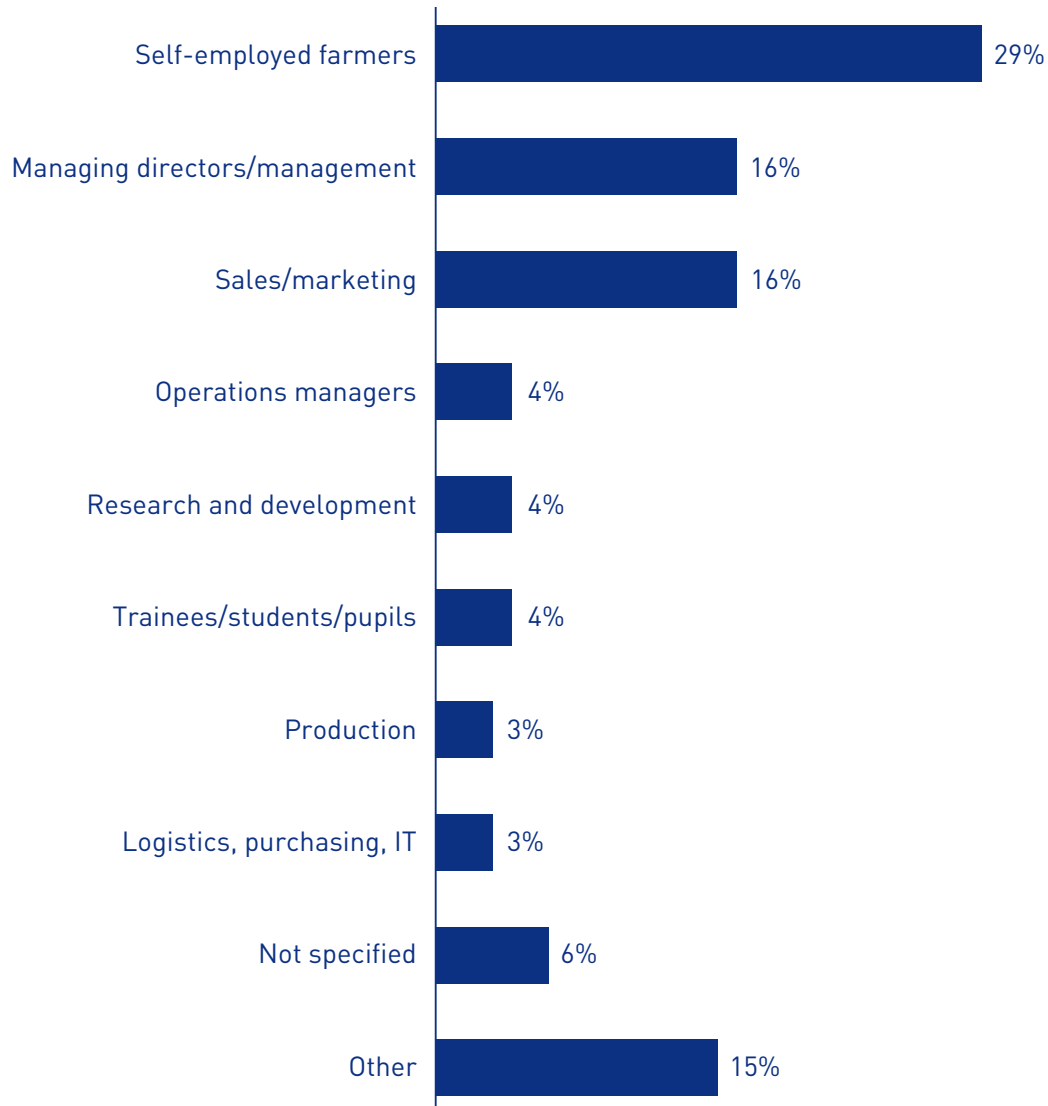
Top 10 countries:

- | | |
|----------------|-------------|
| 1. Germany | 6. PR China |
| 2. Netherlands | 7. Italy |
| 3. France | 8. Belgium |
| 4. Austria | 9. Russia |
| 5. Spain | 10. UK |

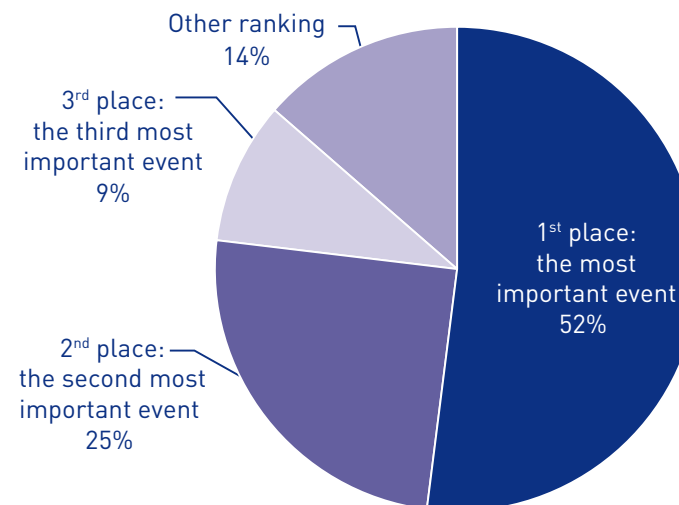
Boom in the PV sector: participants' interest in solar energy is outstripping the biogas/biomethane sector for the first time:



Participants by company department:



For 75%, EuroTier is the industry's (second) most important event:



Significantly increased range:

