



*(Text Guiding Theme)*

## **AGRITECHNICA – Touch Smart Efficiency**

To be well-equipped for the future, agriculture must become more sustainable and conserve natural resources. Efficiency plays a central role. Digital technologies such as sensors, drones and AI can provide the precise information that enables the optimisation of sowing, irrigation, fertilisation and crop protection for continued productivity and reduced use of resources. Under the guiding theme of 'Touch Smart Efficiency', AGRITECHNICA 2025 will give visitors direct access to innovative, networked agricultural systems that use digital technologies to maintain productivity and increase efficiency and sustainability - hands-on, interactively and tangibly.