

AGRITECHNICA 2027 – Guiding theme

Connecting Agricultural Intelligence

The ongoing development of agriculture is shaped by intelligent connectivity. People, machines, data, and systems are converging to form a new generation of agricultural intelligence. This connectivity enables productivity, efficiency, and sustainability to be advanced together. Under the guiding theme “Connecting Agricultural Intelligence,” AGRITECHNICA 2027 places this development at the heart of the event.

Modern agriculture has long been more than the sum of its machines. Sensors in the field, learning algorithms in livestock farming, autonomous systems on arable land, and cloud-based management platforms in the office—data points are being generated everywhere. Yet their full potential is only realized when they are connected. “Connecting Agricultural Intelligence” stands for precisely this vision: the intelligent, seamless integration of technology, knowledge, and people across the entire agricultural value chain.

AGRITECHNICA demonstrates how this connectivity translates into practical solutions. As an international platform, the event brings together agriculture, agricultural machinery, the agri-food industry, science, start-ups, policymakers, and society. The trade fair creates a space for innovation, knowledge transfer, and international collaboration—connecting global developments with the practical needs of modern agriculture.