

Bridging Continents – Opportunities for Agricultural Technology under the EU–Mercosur Free Trade Agreement



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Bridging Continents – Opportunities for Agricultural Technology under the EU–Mercosur Free Trade Agreement

DLG Markets is organizing this event on the current topic of EU-Mercosur together with VDMA Agricultural Machinery, featuring high-profile participants.

Gain exclusive insights into the political, economic, and technological opportunities of the EU-Mercosur agreement. Discuss with experts, entrepreneurs, and association representatives the impact on small and medium-sized enterprises and the agricultural technology industry.

The event will be held in English. Registration is required.

Programme:

■ Welcome address:

- Philipp Schulze Eskin (DLG Vice-President)
- Dr. Magnus Schmitt (Deputy Managing Director, VDMA Agricultural Machinery)

Moderator: Guido Höner

■ Keynote 1: “What macroeconomic effects and opportunities will arise from the removal of Mercosur tariffs? How can European suppliers establish themselves in the South American market in the long term?”

Prof. Dr Bernhard Brümmer (Department of Agricultural Economics and Rural Development, University of Göttingen)

■ Keynote 2: “Challenges for German and European agricultural machinery manufacturers: Practical information for your export and supply chain strategies”

Sven-Boris Brunner, Exportwirtschaft ICS GmbH

■ Panel discussion:

- Holger Kunze (Managing Director, VDMA European Office, Brussels)
- Dr Franz Dominic Esser (Director of Sales, Fendt Europe & Middle East)
- Diego Falconi (Crucianelli S.A.)

■ Followed by a **networking reception**

- **Wednesday, 12 November 2025**
- **5:00 p.m. – 6:30 p.m.**
- **Expert Stage ‘Digital Farming’, Hall 21, Hanover Exhibition Centre**
- **Languages: English / German**

Guido Höner

*Editor-in-chief of
agricultural engineering,
Landwirtschaftsverlag
publishing house*



- Agricultural engineer and technical journalist; since 2019, editor-in-chief of agricultural engineering, arable farming and animal husbandry, and energy at top agrar
- From 1 September 2024, additionally equal editor-in-chief of the trade magazine profi
- Contributes practical experience from his own farm; hosts tractor tests and digitalisation formats

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The speakers:

Prof. Dr Bernhard Brümmer

Department of Agricultural Economics and Rural Development



- Professor at Georg August University of Göttingen since 2005
- Author of numerous articles in specialist journals and general business magazines. Member of the International and European Association of Agricultural Economists, where he has served on the programme committee for conferences on several occasions
- Current research focuses on efficiency and productivity in value chains in agriculture and food, international agricultural trade, and price formation in agricultural production and on input markets

Sven-Boris Brunner

Exportwirtschaft ICS GmbH



- Since 2017, managing partner of Exportwirtschaft ICS GmbH, which he founded
- The focus of his work lies in the field of international foreign trade consulting and services for industry and trade
- He has many years of leadership and management experience with a regional focus on Northern, Southern and Eastern Europe, South America and the Near and Middle East

Dr Dominic Esser

Director Sales Fendt, Europe & Middle East



- Studied law and agricultural sciences in Bonn and Zurich
- Farmer (arable farm in the Rhineland), with AGCO since 2013
- As Director of Strategy & Transformation at Fendt & Valtra Global from 2020 to 2024, responsible for the strategy to introduce the Fendt brand in South America, among other things
- Currently Sales Manager at Fendt in Europe and the Middle East

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The speakers:

Holger Kunze

Director European Office at VDMA

- He is a German lawyer with almost 30 years of experience in EU law and EU lobbying
- In 2000, he joined the team at the VDMA European Office in Brussels as a commercial law advisor and worked on numerous EU legislative initiatives
- Since 2005, he has been Managing Director of the VDMA European Office in Brussels, which deals with all EU policy and legislative initiatives relevant to mechanical and plant engineering



Diego Falconi

Crucianelli S.A.

- Exports Responsible for Crucianelli – Argentina
- Twenty years in the agricultural machinery sector including fifteen years of experience in international trading and markets development
- Crucianelli is a family business with almost 70 years of history in the agricultural machinery sector, specifying its production in No Till seeders, planters and fertilizer applications



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