

Your Gateway to the B2B Audience



Your Opportunity to Connect with Decision-Makers – Apply Now!

Are you an exhibitor with innovative products and solutions in the field of Agtech or Foodtech? Or are you launching a new product in this area during the trade fair?

Take advantage of the synergies between our exclusive Guided Tours for Trade Visitors and the Startup Days (January 20–21, 2026) to boost your visibility, network effectively, and gain direct access to key decision-makers.



Targeted visibility among a qualified trade audience



Direct access to valuable contacts



Free and comprehensive integration into the fair's communication channels

Who are we looking for?

- Exhibitors from the Agtech/Foodtech sector with innovative products or solutions
- Startups as well as established companies
- Main or co-exhibitors, individual exhibitors, or participants in joint booths

What we expect from participating exhibitors

- Focused and engaging presentation of your products and solutions
- Punctual and efficient adherence to time slots
- Emphasis on innovations in Agtech and Foodtech

Added Value

- Present your company directly to trade visitors from the retail sector, agriculture and forestry, and the food industry
- Gain valuable contacts in a short amount of time
- Use your participation as a free and effective communication tool in advance
- We will include you in all trade visitor communications – for maximum visibility

Key Facts	<p>When: January 20, 2026 Morning January 21, 2026 Afternoon</p> <p>Duration: approx. 1.5 hours</p> <p>Group size: max. 20 participants</p> <p>Number of exhibitors per tour: 5-6</p> <p>Language: German (with English translation for the trade visitors if needed)</p>
Expression of Interest	<ul style="list-style-type: none"> • Submit your interest via the online form starting October • Deadline: November 15, 2025 • Selection of participating exhibitors: End of November / Early December • Limited slots available – First come, first served <p>Participation is exclusively for trade visitors with a valid ticket</p>