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CLAAS brings a breath of fresh air to Agritechnica 2022

Just under five months before the start of Agritechnica, CLAAS confirms its renewed attendance and announces initial details. The stand will move from Hall 13 to the EXPO Pavilions P32 to P35 and will feature a completely revamped trade show concept.

After postponement of Agritechnica from November 2021 to 27 February – 5 March 2022 due to the COVID-19 pandemic, plans for the event are now in full swing, including at CLAAS. “Agritechnica is a vital platform for us to communicate with customers and dealers”, summarises Jan-Hendrik Mohr from the CLAAS Group Executive Board. “Besides that, the world’s leading fair

for agricultural machinery is absolutely vital as a gathering place for industry representatives and a focal point to showcase the latest international trends. Make no mistake, the current political situation necessitates investments in new technology and prudent business decisions in many areas.” The human touch also matters in the agricultural industry, which is shaped to a considerable extent by family businesses. Mohr is convinced: “The pandemic has been with us now for more than one and a half years, and many people are eager to meet in person once again, especially considering the high vaccination rate in the age groups generally attending the fair.”

Having designed a comprehensive hygiene concept and introduced personalised entrance tickets, the organisers at Deutsche Landwirtschafts-Gesellschaft e.V. (DLG) are certain, based on current planning, that the trade fair will not present a risk of spreading COVID-19. The most recent survey by DLG indicates that farmers and contractors remain very keen to attend Agritechnica.

Move from Hall 13 to the EXPO Pavilions

CLAAS is breaking new ground with its stand location in the EXPO pavilions P32 to P35 at the centre of the exhibition grounds. “Situated directly at West Entrance 1, the position of our booth in Hall 13 during previous fairs was already very favourable”, explains David Schiefer, responsible for Agritechnica at CLAAS Corporate Marketing. “But the position in the EXPO Pavilions with the surrounding outdoor areas gives us the opportunity to reshape our stand concept, to present the CLAAS brand as well as our machinery and digital products in a new way and, due to the airier, split and larger stand area, to improve our compliance with the COVID-19 hygiene concept, while still introducing fresh ideas and approaches for product and topical presentations. Our stand will therefore enable an entirely new trade fair experience.”

Emblazoned with the slogan “Hard work. Smartly done.”, CLAAS will use the four pavilions and adjacent grounds to showcase a variety of topical focuses at Agritechnica, among them the TRION combine harvester model series that was launched in August and its latest smart system and digital solutions. Additional information and details about the new CLAAS stand at Agritechnica will be announced a few weeks before the fair opens.

Danish Agro koncernen består af en række agroindustrielle selskaber i ind- og udland. De har alle den overordnede målsætning - i et tæt samspil med kunderne - at medvirke til værdiskabende løsninger på de enkelte bedrifter. Koncernen er beskæftiget inden for salg af foderblandinger, råvare- og vitaminforblandinger, gødning, planteværn, såsæd og energi samt køb af afgrøder fra landbruget. Endvidere forhandler koncernen en række stærke maskinbrands til landbruget samt driver en omfattende kæde af hobby- og fritidsforretninger. Danish Agro Koncernen beskæftiger ca. 5.000 medarbejdere og vil i 2021 have en omsætning i niveauet 37-38 mia. kr.

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