

MEDIA RELEASE

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AUSTRALIA'S INAUGURAL TRADE EVENT FUTUREAG EXPO HAILED A SUCCESS, DATES ANNOUNCED FOR 2025!

The inaugural FutureAg Expo 2024, powered by AGRITECHNICA has been hailed a success after three days of collaboration, insightful discussions, and showcases of agricultural innovation.

Held at the Melbourne Royal Showground, the event brought together industry leaders, experts, and ag enthusiasts to explore the latest in agri-tech from Australia and overseas.

The expo, officially opened by The Hon Ros Spence MP, Victorian Minister for Agriculture, saw a remarkable turnout for its inaugural year, with over 2000 people attending the event across the three days, including industry experts, producers, researchers, and ag-start up founders.

Mike Nissen, Commercial Director at Hannover Fairs, said "This year was the first step towards a big vision for what can be achieved for the agriculture industry. FutureAg Expo is here to address the big issues, challenges and opportunities faced by farmers now, that have the potential to impact business success in the years to come."

"We look forward to continuing to showcase innovations and amplify ideas in areas like tech integration and application, sustainability, labour shortage, policy changes and implications, and much more."

With more than 100 brands on display, visitors had the chance to explore a comprehensive display of cutting-edge machinery, technologies, and solutions aimed at enhancing agricultural practices and efficiency.

Both the FREE FutureAg Expert Stage and the sold out two-day paid conference played host to a lineup of renowned speakers and experts who shared valuable insights and expertise on key topics such as sustainable agriculture, energy, innovative machinery, supply chains, biosecurity, agritech, smart farms, and human connection, offering



practical strategies and solutions for addressing current challenges and driving progress.

FutureAg Expo 2024 powered by AGRITECHNICA will return to Melbourne Showgrounds for a second year on 28-30 May 2025.

To keep up to date with updates and announcements for FutureAg Expo 2025, visit www.futureagexpo.com.au

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