

AG CONNECT Expo, the North American agricultural trade show

A message from Martin Richenhagen, the AEM AG CONNECT Expo Show Management Committee Chairman and President and CEO of AGCO



The inaugural AG CONNECT Expo in Orlando, Florida in January 2010 was indeed the global North American trade show we anticipated. A strong foundation has been built for the future and we expect AG CONNECT Expo 2011 in AGCO's hometown of Atlanta at the World Congress Center, January 8-10 (Preview Day January 7) will be even bigger and better.

"Thank you" to the high quality producers at this year's show who made it such a success. Producers at AG CONNECT operate an average 2,900 acres and the vast majority possesses significant purchasing power. Producers and exhibitors who participated in this new agricultural exhibition, a show directed "by the industry and for the industry," had the experience of quality, quality, quality.

AG CONNECT Expo provides the forum in North America where cutting-edge international expertise provides focused solutions for the unique local needs of farmers around the world:

- Registrants from 62 countries
- The show featured pavilions from Argentina, Brazil, Canada, China and Europe
- More than 40 supporting organizations from around the world participated

At AG CONNECT Expo, agriculture stakeholders have one of the best opportunities to interact with each other and build their businesses during the coming years. We know that global food production will need to double in the next 40 years – a daunting challenge that can only be met with innovative technology and forward-looking, science-based agriculture. AG CONNECT Expo is a showcase for prototypes, innovations and the best in efficiency-creating technology.

Producers say they want innovations, technological solutions, advances in machinery, education from the experts and the best in networking, facilitating high level discussions on all issues including legislation that is greatly influencing our industry. That's what this trade show offers them.

Starting in 2011, AG CONNECT Expo will be held on a biennial schedule to alternate with Agritechnica (held in Hanover, Germany) in recognition of the global scope of AG CONNECT Expo.

We look forward to seeing you in Atlanta, January 2011.

For more information, please visit www.agconnect.com.