

June
11-14
2025

Hamilton
New Zealand



FIELDAYS

International exhibition for agricultural machinery and equipment, horticulture, aquaculture, apiculture and primary food production



Fieldays^{NZ}

International support



featuring
official pavillion



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The Exhibition

Fieldays is the largest agricultural event in the Southern Hemisphere and for over 56 years has annually provided more than 1,000 exhibitors the opportunity to present their innovations, products, and services to over 100,000 visitors, primarily from New Zealand and Australia. The event showcases agricultural machinery and products, horticulture, cropping, relevant primary production, food industry technology, aquaculture and apiculture as well as commercial vehicles and heavy machineries. The event will take place from June 11 to 14 at the 114 ha Mystery Creek Event Centre (just a 10-minute drive from Hamilton).

Main Topics

AGRICULTURE

- Agricultural machinery and inputs
- Tractors and trailers
- Logistic and transportation
- Harvesting and post-harvest equipment
- Plant protection, Fertilizers, sprayers and spreaders
- Irrigation technology, pumps
- Components and spare parts
- Horticulture equipment and technology
- Greenhouses, equipment and supply
- Grain processing and storage
- Plant breeding, seeds
- Forestry

AQUACULTURE

APICULTURE

FOOD PROCESSING

- Primary Production

MOTOR VEHICLES

- Light commercial vehicles
- Utilities and leisure craft vehicles

Highlights 2024

EXHIBITORS

+1,069
EXHIBITORS

VISITORS

+106.000
VISITORS

- 49** international exhibitors from 9 countries
- 25** Delegates registered from 15 countries
- 15** Embassies attended

Fieldays caters to a vast B2B and B2C audience comprising of farmers, lifestyle block dwellers, corporates, investors, city folk, families and more. Fieldays is the best place and time for companies and institutions to present new products and technologies, projects and developments. It's where conversations turn into profits, and business relationships are built and maintained.

Visitor profile

- Representatives of state agricultural institutions
- Industrial agriculture experts
- Owners of agricultural enterprises, livestock farms and flour mills
- Owners of greenhouses
- Managers and specialists of the food processing sector
- Primary Sector Leaders
- Farmers and Growers
- Distributors of agricultural products
- International Delegations
- Diplomatic Corps
- Press
- Families

German Pavilion

Within the German Pavilion, German companies, their New Zealand subsidiaries and distributors will benefit from:

- High-quality stand construction
- Uniform setting design
- An information booth with lounge and catering for your customer meetings
- Listing in the separate „Made in Germany“ exhibitor directory and at www.german-pavilion.com
- Organizational support by IFWexpo Heidelberg GmbH before and during the trade show

Participation Conditions

- *Stand incl. stand construction (min. 9 - 50 sqm): 130,00 €/sqm*
- *Stand excl. stand construction (min. 9 - 50 sqm): 90,00 €/sqm*
- *Information Center/Service Package: (about 2 sqm): 400,00 €/company*
- *Outdoor Exhibition Space (min. 9 sqm): 50,00 €/sqm*

Book your booth until February 28, 2025 at <https://registration.german-pavilion.com/>

Registration fee/Company: 200,00 €