EuroTier®
First in animal farming.

10 - 13 NOVEMBER
HANOVER | GERMANY
2026

EuroTier Milky Way

Innovations from the pasture to the glass

eurotier.com

Intelligence in Animal Farming

energy decentral®
POWERING NEW IDEAS

inhouse farming®
feed & food show

MADE BY DLG

EuroTier Milky Way:
Along the entire value chain “milk production”

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For the first time, EuroTier Milky Way will showcase innovations and solutions for the entire value chain “milk production”.

The most important production stages with the greatest impact on successful milk production will be highlighted and discussed in specialist presentations (“spotlights”), moderated expert talks and panels.

Hall 11

- Breeding + Genetics
- Animal identification
- Hoof care

Hall 12

- Pasture management technology
- Stable and shed construction
- Animal housing and feeding technology
- Climate control
- Feed production and storage
- Feed processing

Hall 13

- Milking and cooling technology
- Milk processing (pasteurization)
- On-farm sales
- Rearing of young cattle and calves

EuroTier Milky Way: The new event format generating maximum attention and business

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Hall 11

Topics

- Breeding + Genetics
- Animal identification
- Hoof care

TopTierTreff

- Focus on current cattle breeding topics
- Genotype-phenotype
- Surrogate animal selection (embryo transfer)
- Breeding value for feed conversion
- Breeding value for carbon footprint

Hall 12

Topics

- Pasture management techniques
- Animal housing and feeding technology
- Stable and shed construction
- Climate control
- Feed production and storage
- Feed processing

Spotlight “Roughage”

- From grass cutting to silage
- Smart farming in forage production
- Feed quality
- Sustainability & Biodiversity

Maschinery

- Mowers, rakes, tedders, bale presses and others
- Maize harvesting technology
- Silage and silo unloading technology

Hall 13

Topics

- Milking and cooling technology
- Milk processing
- On-farm sales
- Rearing of young cattle
- Calf rearing

Spotlight “Barn Robot Event”

- Automatic milking systems
- Presentation of innovations in the field of milking technology
- Daily live demonstrations

EuroTier Milky Way:
Along the entire value chain “milk production”

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Cattle farmers will find everything they need to successfully manage their farms: from genetics to processing and marketing their products:

- Top animals + top feed + top milking technology
- Innovations and inspiration for
  - Breeding
  - Animal husbandry
  - Feed production
  - Milking
  - On-Farm sales
- Practical solutions for every challenge
- Spotlights
- Lectures and expert talks
- Guided visitor and expert tours

The EuroTier Milky Way offering is particularly appealing to:

- Dairy cattle farmers
- Beef cattle farmers
- The milk processing industry
- Contracting companies
- Consulting firms
- Veterinarians
- Trainees and students
- Farmers keeping sheep, goats and horses

EuroTier Milky Way:
Options for exhibitors to actively participate

EuroTier
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EuroTier exhibitors are cordially invited to present their solutions and concepts for cattle & dairy farming:

Product presentation
at their own exhibition stand

Exhibitors gain visibility with their own exhibition stand: Visitors can come into direct contact with contact persons on site.

Register now

Participation
within the technical programme

Exhibitors showcase their expertise towards the EuroTier audience, give presentations on relevant subjects and are available as competent contacts for exchange and discussion.

Time slots can be booked from EUR 790 from May 2026, after the official stand confirmation.

Product presentation
within the spotlights

Exhibitors present their solutions within the curated spotlight as an attractive additional appearance, complementing their original stand: extensive advertising and media coverage ensure maximum visitor reach, which contributes to manufacturer and brand awareness.

- All-inclusive presentation area in the Spotlight “Roughage” up to 10 m²: 600 EUR/m²
- All-inclusive presentation area in the Spotlight “Roughage” from 10 m²: 500 EUR/m²
- Area including live demonstration in the Barn Robot Event “Automatic Milking Systems”: from EUR 6,500