



## Expo AgriTech 2025, the leading tech trade show for the agricultural sector, announces its dates for October

**From October 28 to 30 in Málaga, the event will showcase the latest digital tools and solutions on the market designed to maximize productivity, profitability, and sustainability in farming operations**

**The event will also host the AgriTech 4.0 Congress, where flagship success stories and strategies will be shared to address the sector's socioeconomic, climate-related, and generational challenges**

**Madrid, July 7, 2025.** – The agricultural world has an important date on the calendar this year. **From 28 to 30 October, in Malaga, Spain** will be held a new edition of [Expo AgriTech 2025](#), the largest agricultural event dedicated to innovation that aims to boost productivity, profitability and sustainability of crops. In this sense, the meeting returns under the slogan **“Innovate, the new way to cultivate”**, which aims to highlight the potential of efficient technologies and solutions to maximize resources, optimize processes and increase product quality.

The meeting, which has the support from the **Ministry of Agriculture, Fisheries, Water and Rural Development of the Junta de Andalucía and European Funds**, will bring together **more than 8,000 professionals** in the value chain of the industry. Consequently, the fair will bring together from farm owners, agronomists, farmers or technicians; to representatives of cooperatives and associations, among other actors.

**More than 200 companies** that will gather in the exhibition area will be in charge of responding to the questions and needs of these professionals, presenting their innovations in efficient irrigation and water management systems, post-harvest equipment, regenerative and precision agriculture solutions, agricultural performance tools, fertilizers, agro-energy, biotechnology and technologies related to agriculture 4.0.

**Sergio Fabregat**, director of Expo AgriTech, emphasizes that *"we are in a time of change for the agricultural sector in which its main mission is to try to be competitive. Precisely for this reason we will carry out Expo AgriTech 2025, where through the presentation of innovations and success stories we will teach farmers to increase their profits and the excellence of their crops taking into account the current socio-economic context". "And we will do it in Malaga, an incomparable setting for its trade event and cultural offer, but also because it is in Andalusia where the largest number of farms in Spain are concentrated"*, adds Fabregat.

In fact, with the organization of Expo AgriTech 2025, Malaga will become the main meeting point for the industry in Europe where the advances arising for the field will materialize, while positioning itself on the world map of cities that host events dedicated to the digital transformation of the agricultural sector.

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## Leading voices will be quoted at AgriTech 4.0 Congress

The **AgriTech 4.0 Congress**, the largest European forum for agricultural trends, will also take place within the framework of the fair, bringing together **more than 400 speakers**, who are leaders in their farms or management areas. The experts will examine the orientations of the sector and respond to its challenges, defined by the latest proposals of the European Commission for the agri-food industry towards 2040, the change in consumption habits, the reduction of emissions or the lack of generational replacement.

Among the specific issues to be analyzed, there will also be a focus on digital initiatives that are helping the sector, such as artificial intelligence, self-guided vehicles, robotics, or the Internet of Things; the rise of regenerative agriculture; the growing interest in soil health; or the CO2 market.

Also, the congress will continue to be designed from vertical forums divided from issues related to arable crops, viticulture, greenhouses, fruit trees, olive growing and sustainability. At the same time, there will be exclusive agendas focused on different profiles such as farm owners, agronomists, cooperatives, agricultural technical engineers and young farmers.

## Beyond innovation

Expo AgriTech 2025, in addition to have an exhibition area and congress area, will have parallel activities to promote the creation of synergies. Some of them are the **AgriTech Innovation Awards 2025**, prizes that recognize the work, leadership and transformation of those companies that are committed to the modernization of the agricultural sector; the **Leadership Summit**, a lunch between industry entrepreneurs and administrations to facilitate relationships; or the **AgriTech Startup Forum**, where visibility is given to emerging technology companies that have a viable and scalable value proposition for the field.

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**Expo AgriTech (October 28th-30th, 2025, FYCMA – Malaga, Spain):** is an event organized by NEBEXT, a company specialized in professional events focused on innovation and technology transfer such as DES - Digital Enterprise Show, Food 4 Future - Expo Foodtech, HIP - Horeca Professional Expo or Auténtica. Feria del Campo 4.0 is an annual Expo and Congress for the main players in the value chain of the agricultural industry, who are looking for the latest technological solutions, products and services to digitize their farms in order to make them more competitive, efficient and sustainable. The event is supported by the Consejería de Agricultura, Pesca, Agua y Desarrollo Rural de la Junta de Andalucía and European Funds, among others.

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