



Data-driven agriculture, cooperatives, generational renewal and geopolitics will shape the agenda of Expo AgriTech 2025

From October 28 to 30 in Málaga, Europe's largest agricultural innovation fair will host the AgriTech 4.0 Congress, to tackle the key challenges and opportunities in the agri-food sector

The event, which is now open for registration, will bring together over 8,000 farmers and professionals exploring the latest machinery, digital tools, and solutions to boost farm profitability and sustainability

Madrid, August 1, 2025. – [Expo AgriTech 2025](#), the Europe's largest agricultural innovation fair, continues to unveil new developments to make Málaga, Spain, from October 28 to 30, the European epicenter of cutting-edge agri-food technology. The event will bring together over 8,000 professionals to explore the latest in advanced machinery, digital tools, and solutions designed to increase the profitability, efficiency, and quality of their agricultural operations.

Registration is already open, aiming to gather players from across the agri spectrum: from farm owners, agronomists, and agricultural engineers to cooperative leaders and young farmers.

This year's edition will be held under the slogan “**Innovating: The New Way to Cultivate,**” highlighting the sector's commitment to moving beyond traditional methods and embracing strategies and technologies that drive higher crop performance. Farmers attending the fair will experience this first-hand in the exhibition area, which will host **over 200 companies** showcasing their most groundbreaking solutions. Featured innovations will include next-generation equipment, more efficient irrigation and water management systems, post-harvest technologies, precision agriculture, biofertilizers, initiatives to boost agricultural productivity, agro-energy, biotechnology and plant nutrition, as well as cutting-edge Agriculture 4.0 technologies.

Sergio Fabregat, director of Expo AgriTech 2025, emphasizes that “*we are at a pivotal moment for the agricultural sector, where the adoption of smart technologies and solutions is redefining the way we plant, produce, and distribute. In this context, it is essential to understand and integrate these tools which, as will be showcased at Expo AgriTech 2025, are already helping farmers enhance the resilience of their crops and adapt more effectively to today's challenges.*”

What's new at the AgriTech 4.0 Congress

The fair, supported by the Andalusian Regional Ministry of Agriculture, Fisheries, Water and Rural Development and by European Funds, will unveil the most relevant strategies and success stories in the sector during the **AgriTech 4.0 Congress**, the largest agricultural innovation forum in Europe. **Over 400 international speakers** will lead **more than 200 sessions** focused on the future of agriculture, addressing cutting-edge technologies such as AI; soil health, generational renewal, the role of biofertilizers and biostimulants, advances in irrigation systems, and trends in olive growing, viticulture, fruit farming, arable crops, and greenhouse cultivation.

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This year, AgriTech 4.0 Congress will feature speakers from well-known companies such as Danone, Anecoop, Deoleo, Cerealto, AgroGrIN Tech, and Olivérica, who will –new this year– delve into approaches that are currently helping boost the sustainability and profitability of agricultural operations. The summit will also examine the **impact of geopolitics on farmers** and how to seek new opportunities in light of tariffs imposed by the Trump administration and other international trade policies.

In this shifting geopolitical landscape, professionals will also explore strategies to protect themselves against the **risks posed by cyberattacks**, where technology plays a crucial role in safeguarding against such threats. In the digital realm, **data-driven and precision agriculture** will also take center stage, as these approaches are improving crop and soil quality while enabling land monitoring to enhance decision-making, apply targeted treatments, and respond to potential weather threats.

Another key topic to be addressed at the congress is the state of **talent** from a dual perspective. On one hand, **young farmers** will share their outlooks, highlighting university education and their new approaches to working the land. On the other hand, the **role of women in rural areas** will be analyzed. Although their presence has increased in recent years, there is still room for growth, especially in leadership roles.

In parallel, the AgriTech 4.0 Congress will also highlight the role of cooperatives, aligning with the **UN's declaration of 2025 as the International Year of Cooperatives**. A dedicated forum will focus on their digital transformation and showcase success stories of innovation within these organizations.

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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