

 Celjski sejem

**AGRITECH**

Professional fair for agricultural and forestry technology and agricultural raw materials

29 January –  
1 February 2026



### **SUBJECT: Participation at the AGRITECH 2026 fair**

**Agritech** is the largest professional fair for agricultural and forestry technology and agricultural intermediate goods in Slovenia. The fair is biennial, and it is the only fair in this region that takes place in winter. It is held in seven exhibition halls of the largest and most modern showground in Slovenia.

The fair includes a display of machines from leading brands in the fields of agricultural and forestry machinery, complemented by a wide range of agricultural intermediate goods (seeds, fertilizers, pesticides, animal feed, etc.), which are useful to every farmer or forester in carrying out their daily tasks. Anyone involved in farming or forestry is sure to find something of interest among the diverse range of products and services offered.

### **KEY STATISTICS OF AGRITECH 2024:**

The fair hosted 105 direct exhibitors and 350 brands.

Exhibitors from six countries: Slovenia, Croatia, Austria, Italy, United States of America, Germany.

The fair featured Slovenian manufacturers of agricultural and forestry machinery.

22,500 visitors from Slovenia and abroad.

The offer at AGRITECH is complemented by content-filled events, machinery demonstrations and test drives. This professional fair is an excellent opportunity for putting contemporary and innovative concepts of soil cultivation and forest management into practice. In addition to the exhibitions, the fair offers a number of exciting activities, which include tractor test drives and live practical demonstrations of the operation of forestry machinery. The past Agritech fairs have undoubtedly proven that live presentations (including test drives and demonstrations) are the most popular among trade fair visitors. Fairs remain an invaluable opportunity, where visitors can see the diverse and abundant offer, test it and learn all about the latest innovations, all in one place.

## Vision of the Agritech fair

In the future, we see the Agritech fair as a connecting hub for the Adria region.

The fair can strengthen its **role as a regional connector**, where Slovenian manufacturers, startups and investors could establish partnerships with enterprises from Croatia, Serbia, Bosnia and Herzegovina, Hungary, Austria, Italy and the wider region. This would include:

- **A partner country every year**, which would be assigned a special role in the presentation of its achievement and cooperation.
- **Adria AgriTech Forum**, where key decision-makers from the region could come together and discuss challenges and opportunities.
- **Joint European projects**, which would attract investments and support from the EU for the development of sustainable agriculture.

The fair can become a **reference point for business networking** and a place where partnerships are forged at various levels:

- **B2B (Business-to-Business)** – connecting Slovenian and foreign enterprises, importers, distributors and innovators.
- **B2G (Business-to-Government)** – meetings with state institutions and discussions on regulations, subsidies and strategic guidelines of agricultural policy.
- **Start-up incubator** – a space for introducing young tech enterprises that come up with breakthrough solutions.

More information:

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