

Munich, May 27, 2024

## Press release

### A strong signal to the trade fair market

## Cooperation between Messe München and DLG

- **INTERFORST 2026 with new DLG special show SYSTEMS & COMPONENTS Forestry**
- **Mutual strengthening of respective brands**
- **Offering for the forestry industry to be strategically expanded**

The two leading forestry trade fair organizers, Messe München and the DLG (German Agricultural Society), signed an agreement for closer cooperation on May 23. As part of the agreement, it was decided that the trade fair profile of INTERFORST 2026, the leading international trade fair for forestry and forest technology, will be supplemented by the DLG special show SYSTEMS & COMPONENTS Forestry.

With the new special show, INTERFORST is expanding its exhibition and specialist program to include technical components for the forestry sector. It benefits from the popularity and attractiveness of the DLG trade fair brand SYSTEMS & COMPONENTS, which as part of AGRITECHNICA has developed into the leading B2B marketplace for the international supplier industry for agricultural and forest technology in recent years.

### New B2B marketplace for the supplier industry in the forestry sector

“New systems and advanced components are essential for boosting the efficiency of forest technology. They form the technological foundation for creating industry innovations. At INTERFORST 2026, forest technology manufacturers will present the latest developments and solutions for greater efficiency, sustainability and performance. The decision to bring SYSTEMS & COMPONENTS to INTERFORST 2026 as a special show underlines our efforts to present the entire forest technology value chain at the highest level and to

Sabine Wagner  
PR Manager  
Phone +49 89 949-20802  
Fax +49 89 949-97-20802  
[sabine.wagner@messe-muenchen.de](mailto:sabine.wagner@messe-muenchen.de)  
[messe-muenchen.de](http://messe-muenchen.de)

Messe München GmbH  
Am Messesee 2  
81829 München  
Germany  
[messe-muenchen.de](http://messe-muenchen.de)



**Press release** | May 27, 2024 | 2/4

make optimum use of synergies with the agricultural technology sector,” says Tobias Eichberg, DLG Managing Director Exhibitions Department, describing the advantages of the new cooperation.

Dr. Reinhard Pfeiffer, CEO of Messe München, emphasizes: “With this cooperation and the new area, we are expanding the offering at INTERFORST and thus offering a holistic platform for the industry in the future. A really great and important further development of the event and a strong signal to the trade fair market. We have here a joining together of two major forestry trade fair organizers in Germany, with which both parties not only gain new exhibitor and visitor target groups, but we also strengthen each other’s brands.”

## **DLG special show SYSTEMS & COMPONENTS Forestry**

The new DLG special show SYSTEMS & COMPONENTS Forestry at INTERFORST is aimed at manufacturers of components and systems for the forestry industry. Developers and users are offered a compact platform to get an overview of technical solutions, innovations and industry-specific developments.

Matthias Strauß, Exhibition Director of INTERFORST, explains: “We are delighted that the DLG wants to expand and establish its specialist and trade fair expertise in the field of systems and components with us in the area of forest technology.” Philippa von Loe, Project Manager and Brand Manager of SYSTEMS & COMPONENTS, says: “DLG sees itself here as a strategic partner. We are absolutely convinced that we can develop SYSTEMS & COMPONENTS Forestry into an integral part of INTERFORST, offering added value for exhibitors, their development departments and visitors alike.”

The Chairman of the INTERFORST Advisory Board and Managing Director of Wahlers Forsttechnik, Ralf Dreeke, confirms: “With this cooperation, INTERFORST and DLG are creating more opportunities for machine, technology and component manufacturers from the forestry sector not only to present themselves to a broad forestry trade audience, but also to inform themselves and exchange information in a very compact and 'live' manner about innovations,

**Press release** | May 27, 2024 | 3/4

technical trends and, last but not least, about new framework conditions with regard to legal requirements and operating conditions - both locally and internationally." The Deputy Chairman of the Advisory Board, Gert Unterreiner, Managing Director of Unterreiner Forstgeräte, can only agree with this positive assessment: "Combining the expertise gives INTERFORST a real new direction that also offers incentives for international participants to come to Munich."

**More information can be found at [www.interforst.com](http://www.interforst.com)**

#### **About INTERFORST**

Every four years, INTERFORST, as one of the leading international trade fairs for forestry and forest technology, presents the entire logistics chain from afforestation and timber harvesting to the sawmill. Another focus is on the energetic use of wood. A comprehensive supporting program with a congress and various forums and special shows brings together science, politics and practice.

#### **About SYSTEMS & COMPONENTS**

SYSTEMS & COMPONENTS is the B2B marketplace for the international supplier industry for agricultural and forestry machinery, and the entire off-highway sector. Engineers, developers, researchers, procurement managers, dealers, spare parts managers, OEMs and associations meet here to learn about the latest developments and innovations in the field of components for agricultural machinery and related sectors. SYSTEMS & COMPONENTS is also part of AGRITECHNICA, the world's leading trade fair for agricultural machinery.

#### **Messe München**

As one of the world's leading trade fair organizers, Messe München presents the world of tomorrow at its more than 90 international trade fairs. These include eleven of the world's leading trade fairs such as bauma, BAU, IFAT, electronica, and ISPO. Its portfolio comprises trade fairs for capital and consumer goods, as well as for new technologies. Together with its subsidiaries, it organizes trade fairs in China, India, Brazil, South Africa, Turkey, Singapore, Vietnam, Hong Kong, Thailand, and the U.S. With a network of over 15 associated companies and almost 70 offices worldwide, Messe München is active in more than 130 countries. The more than 150 events held annually attract around 50,000 exhibitors and around three million visitors in Germany and abroad.

#### **DLG – German Agricultural Society**

The DLG (German Agricultural Society), founded in 1885 by Max Eyth, stands for productivity and sustainability in innovation-driven improvements in agriculture and the food chain. The aim of the DLG is to promote progress through the transfer of knowledge - especially with regard to technology and quality control. Non-profit, politically independent and with an international network, the DLG has more than 31,000 members worldwide.

As one of the leading organizations in its sector, the DLG not only organizes trade fairs and events in the fields of agriculture and food technology but also tests food, agricultural technology and equipment. These include AGRITECHNICA, the world's leading trade fair for agricultural machinery, EuroTier, the world's leading trade fair for professional animal farming and livestock management, as well as the international trade

**Press release** | May 27, 2024 | 4/4

fairs DLG-Waldtage, DLG-Feldtage, Potato Europe, and EnergyDecentral. The DLG tests food, agricultural machinery and equipment. With its competence centers for agriculture and food, its demonstration farm where practical trials take place along with its numerous publications, the DLG continually promotes independent knowledge transfer. In addition, the DLG works on numerous national and international committees of experts to develop solutions for the challenges facing agriculture and the food industry. [www.dlg.org](http://www.dlg.org)