

Fresh impetus for cooperation: delegations from Central Asia and Latin America at AGRITECHNICA

International delegations from Kyrgyzstan, Uzbekistan and Colombia visited AGRITECHNICA – the world’s leading trade fair for agricultural technology – in Hanover from 11 to 13 November 2025 in the context of the Partnering in Business with Germany programme.



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The aim of attending the trade fair is to have better access to modern agricultural technology, meet in person with German manufacturers and learn more about innovations in the fields of smart farming and the processing of agricultural products, and automation. The trade fair provided a central platform for the entrepreneurs to establish new business contacts and explore specific potential for cooperation and market access.

The Central Asian delegation at AGRITECHNICA: focus on smart farming

The agricultural sector is one of the major priorities of the *Partnering in Business with Germany* programme and thus reflects the significance of this sector in many partner countries of the programme.

The delegation comprising participants from Kyrgyzstan and Uzbekistan was particularly interested in animal husbandry, exports of agricultural products to Germany, digital solutions for the agricultural sector and conventional agricultural machinery technology. Renewable energy technologies also met with a high level of interest. At the same time, several companies represented in the group explored new sales markets in Germany – for example for cotton and sunflower seed oil, pomegranate and citrus fruit plants, dried fruit and walnuts. For them, AGRITECHNICA also offered an opportunity to meet with traders in machinery for the processing of fruit and vegetables.

During the orientation day, the delegation made good use of the opportunity to meet with central German stakeholders. The

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German Agricultural Society (DLG) outlined the significance of the well-known DLG label and its impact on the quality of products and animal welfare.



Initial B2B discussions take place at the trade fair ©GIZ / Rolf Klatt

Latin America and the transformation: the pilot group from Colombia explores the German agricultural sector

The visit of the Colombian pilot group, which took advantage of its three-week stay in Germany to inform themselves about trends and technologies of the global agricultural industry at AGRITECHNICA, was a special highlight. Colombia only recently joined the *Partnering in Business with Germany* programme. Together with Brazil and Argentina, this partner country of the programme is one of the three largest Latin American agricultural producers. In Colombia, agriculture is a central sector. According to the GTAI, it accounted for about 9.3% of the country's gross domestic product (GDP) in 2024. In view of the importance of this sector, the country believes that modern agricultural technology offers major opportunities in order to further improve its competitiveness at the global level.

Most of the participating Colombian firms are from the food sector – including coffee, cocoa, fresh fruit, cooking banana products, manioc, potatoes and oils. Many of them are already working closely together with the United States and regard Germany as a long-term reliable partner. This was also confirmed by Dager Florez from the Alianza Team. He said: “It is essential to establish contacts, and the programme actively supports this process”.

Germany as partner for global agricultural markets

Pia-Felicitas Homann, staff member of the Hanover chamber of industry and commerce (IHK) in charge of northern, central and southern America, underlined the importance of face-to-face conversations. She pointed out the “variety, quality and creativity of Colombian enterprises” and said that direct meetings, as made possible in the context of the programme, “are of great importance” in order to build confidence, develop new ideas and promote long-term cooperation”.



She also underlined the enormous potential of the Latin American agricultural sector: according to the Food and Agriculture Organization of the United Nations (FAO), Latin America produces food for around 1.3 billion people – i.e. for many more people than the region's population – and thus plays a key role in ensuring global food security.

Kyrgyz-Uzbek delegation at the booth of KRONE Agriculture. ©Cognos

AGRITECHNICA: a bridge between innovation and international cooperation

For the delegations from Central Asia and Latin America, AGRITECHNICA provided a unique opportunity to see for themselves state-of-the-art agriculture technology, to make themselves familiar with German quality and sustainability standards and to establish valuable business contacts. At the same time, German companies benefit from new partnerships, fresh market impetus and long-term prospects for exports and cooperation. Every new delegation helps to expand the network of international cooperation, which brings German and foreign enterprises closer together and opens up market opportunities for all participants.

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