Pöttinger launches modern trade fair experience

A virtual exhibition of new products and highlights

Because it is not possible to physically visit agricultural machinery trade fairs until after the spring, innovative agricultural machinery manufacturer Pöttinger is going to launch its new products for the 2020/2021 financial year directly into its customers' and fans' living rooms and offices. Pöttinger's virtual trade fair officially opens on 18 November 2020: [www.poettinger.at/virtual-fair](http://www.poettinger.at/virtual-fair)

An agricultural technology trade fair is always an excellent opportunity to present your innovative new products, highlights and your company to a wide range of visitors. The specialist for grassland, tillage and seed drill technology is again launching a wealth of new products. To give visitors access to them in advance, Pöttinger uses a modern communication tool to exhibit its products virtually on a digital platform. "The high quality and easy-to-use interface create a new trade fair experience that can be visited anywhere and at any time," says Gregor Dietachmayr, spokesperson for the Management Team, pleased about this innovation.

**Come on in!**

The overview of the machines is very close to the real thing, and the trade fair feeling is impressive. The visitor can get precise information about machine details, watch videos and much more. You can visit the trade fair using a PC or mobile device without an admission ticket or registration. The platform will be updated regularly with new product details, information and interactive features, just like at a real trade fair.

These are just some of the innovations that put Pöttinger in front. With its 150th anniversary just around the corner, the Austrian agricultural machinery manufacturer shows that it still has its ear to the ground and is always at the forefront of the latest trends.

**Photo preview:**



Impressive virtual exhibition of what's new for the 2021 season

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