

## AG CONNECT Expo Exhibitors Workshop

### “Get connected – get results”

13 March 2012, DLG – Bld., Eschborner Landstr. 122, Frankfurt a. M.,  
Room K I-III

- 13:00**    **Welcome**  
*Bernd Koch* / DLG International GmbH, Managing Director
- 13:10**    **The North American agricultural machinery market – Challenges and opportunities**  
*Peter-Josef Pfaffen* / AGCO GmbH / Vice President & Managing Director, Fendt EAME
- 13:40**    **Based in North America – Developing and expanding our market**  
*Benjamin Hägele* / Cleanfix North America Ltd., Managing Director
- 14:00**    **AG CONNECT Expo 2013**  
– Presentation of the “Next generation agricultural event”  
*Nathalie Joest* / DLG International GmbH, Project Manager  
*Eddie Kreisel* / DLG International GmbH, Sales Account Manager
- 14:30**    **Coffee break**
- 15:00**    **How we entered the market - first-hand impressions of AG CONNECT Expo**  
*Roland Priebe* / Brielmaier Motormäher, Marketing Manager
- 15:20**    **Product liability in the USA – Myths and reality**  
*Carsten Alting* / Hall Booth Smith & Slover, P.C., Rechtsanwalt/Attorney at Law (New York)
- 15:50**    **Focusing on the customer – Special features of the US farmer**  
*Dr. Rüdiger Strohm* / KWS SAAT AG, Regional Director North America
- 16:20**    **Closing address**  
*Bernd Koch* / DLG International GmbH, Managing Director
- 16:30**    **Refreshments and a further opportunity to address questions to the speakers and the AG CONNECT Expo team**

Attendance at the workshop is free of charge. Conference documents, drinks and refreshments will be made available. There will be simultaneous translation into English at the event.