

**- Press Release -**

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**Press Release 7**

**Innovation trade fair in Eisenach until Tuesday**

**demopark 2025 gets off to a good start**

Eisenach, June 22, 2025 – Europe's largest outdoor exhibition for the green industry got off to a positive start in Eisenach on Sunday. Until Tuesday, more than 400 exhibitors will be showcasing innovative machines and equipment from all sectors.

“demopark is once again offering a unique live experience these days, because here you can test efficient technology directly in practice,” says Dr. Tobias Ehrhard, Managing Director of the VDMA Agricultural Machinery Association and demopark Exhibition Director.

**Automation is the number one technology trend**

The main trendsetters in terms of technology are battery technology and automation and digitization solutions that promise both ecological and economic benefits. Various device and system solutions will be on display, combining satellite and sensor technology with algorithms to enable better work results. Robotics is already one step ahead: fully autonomous systems are already in use today, enabling areas to be programmed for processing.

**More than 80 product segments for professionals**

demopark represents the entire spectrum of machinery, equipment, and related digital systems for municipalities, gardening and landscaping companies, and golf courses. “Our trade fair showcases modern technology from more than 80 product segments, all of which have been developed and designed for tough everyday professional use,” summarizes Ehrhard. The technology portfolio ranges from hand-held motorized equipment to heavy vehicles, combined with all kinds of mechanical, hydraulic, and digital tools.

The approximately 25-hectare airfield site in Eisenach-Kindel offers plenty of space to test the exhibited technology yourself and experience it under conditions similar to those encountered in the field.

Organized by VDMA Services GmbH, a wholly owned subsidiary of VDMA, demopark attracts gardeners, landscapers, municipal professionals, and greenkeepers from all over Europe to Eisenach in Thuringia every two years. Further information is available at [www.demopark.de](http://www.demopark.de/).

**Do you have any questions? demopark press spokesman Christoph Götz, Tel. +49 69 6603-1891, will be happy to provide you with further information!**