

Swiss Expo 2025 prepares for the future

Following the January 2024 event, the Swiss Expo Organising Committee has been considering how Swiss Expo should position itself for the future. The updated concept has the following specific objectives:

With Swiss Expo, we want to offer a platform for the exchange of ideas on dairy farming today and in the future. Under the banner of ‘Perspectives on Dairy Farming’, opinions and ideas on how to make dairy farming more attractive, more efficient and more sustainable are to be exchanged with a high media impact.

Swiss Expo is a platform for the international cattle industry. We achieve this through a high-quality cattle show, an optimally designed exhibition with attractive exhibitors and an interesting framework programme. Swiss Expo also serves as a marketing platform for business in the international genetics trade, helping to promote Swiss breeding.

With the revision of the concept and thanks to discussions with numerous breeders, sponsors, exhibitors and associations, we have also optimised the programme. Swiss Expo will now take place over three days, from Thursday 16 January 2025 to Saturday 18 January 2025. By compressing the programme, Swiss Expo will be even more attractive to visitors. The specific framework programme is as follows:

	Jeudi 16. Januar 2025	Vendredi 17. Januar 2025	Samedi 18. Januar 2025
Matin	Podium perspective lait	Bovins de SI / SF	Vaches Jersey
	Podium perspective lait	Bovins de MB / BO	Vaches Brown-Swiss
Après-midi	Apéro Podium perspective lait	Vaches de SI / SF	Vaches Holstein
	Showmanship	Vaches de MB / BO	Vaches Holstein
Soirée	Show bovin (Jersey, RH, BS, HF)	Vaches Red Holstein / finale	Vaches Holstein
	Suprême Champion choix bovins	Vente Eurotop	Holstein finale

In addition to the programme, the front area of the ring will be made more attractive, and the link between the ring area and the exhibition stands will be optimised to improve permeability. The stables area will also be slightly redesigned. There will now be a VIP area for business guests, international guests or sponsors and exhibitors, as well as the possibility of reserving an aperitif area for groups.

Thanks to these various measures, our continuing moderate admission prices (1 day = 20.- / all days = 30.-) and Palexpo Geneva's excellent transport and accommodation infrastructure, we are confident that we will once again welcome more than 20,000

visitors in January 2025. Online, we are also targeting over 100,000 visitors for the first time, which is why we will be continuing to make our online streaming more attractive.

The Swiss Expo Organising Committee is looking forward to the participation of many breeders, sponsors, exhibitors and visitors, so that Swiss Expo 2025 will be a platform where people can meet in Geneva to discuss cattle breeding and dairy production, but also to have a good time together.

The Swiss Expo 2025 Organising Committee

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Further information and registration details are available on our website www.swiss-expo.com. Thank you for your interest.

More information will follow shortly on

- Cattle competition judges
- Detailed programme with time indications
- Speakers on the 'Outlook for milk production' panel