

Swiss Expo 2025 postponed to January 2026

The Swiss Expo organising committee has decided to postpone the next edition of Swiss Expo from January 2025 to January 2026 due to the current health problems caused by bluetongue disease.

The importance of Swiss Expo is particularly due to its international character. A competition with few or no foreign animals prompted the OC to take the decision to cancel 2025. In fact, the health conditions are unfavourable for the organisation of an exhibition with international health status, as confirmed by the Federal Veterinary Office. It is also difficult to predict how the situation in Switzerland will evolve between now and January 2025. At present, more than 1,000 farms are officially affected by bluetongue, which also makes the participation of Swiss animals uncertain.

The concept and strategic positioning of Swiss Expo as an exchange platform for the world of beef and dairy farming must be maintained and strengthened.

Taking up challenges is in our DNA, but making all breeders take risks is not part of our vocation.

We understand that this news may come as a disappointment, but this decision has been taken in the interests of the entire industry, and it is stronger and more united that we will all have to build for the future when this period is behind us.

In any event, passion must not prevail over reason.

The Organising Committee will issue a further press release in the spring of 2025.

The Organising Committee thanks you for your confidence and support and looks forward to seeing you in 2026.

Geneva, 27 November 2024

Jacques Rey, President of the Organising Committee