

Welcome to Grüne Woche!

The global hub for agribusiness
17-26 January 2025





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May we introduce...

Grüne Woche, one of Germany's most traditional trade fairs and one of the world's leading events in the food, agriculture and horticulture sectors.



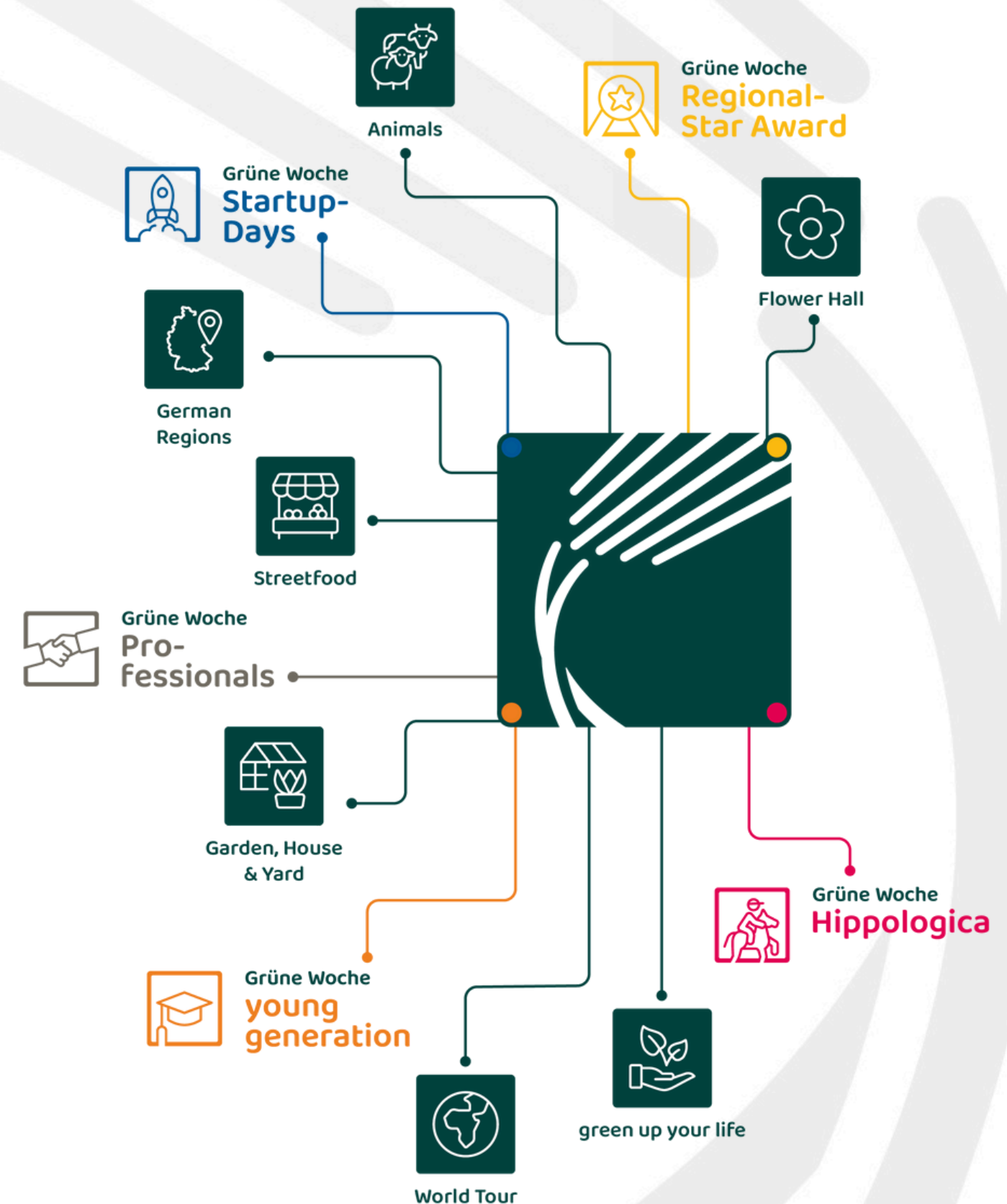
Food



**Agriculture /
Forestry**



Horticulture



Recap Grüne Woche 2024



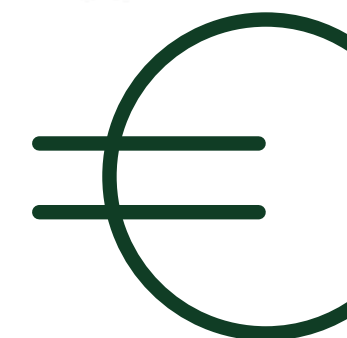
**119,000 m²
total exhibition area**



**1,400 exhibitors from
60 countries**



**300,000 visitors and
congress participants in
10 days (incl. 51,000 trade
visitors)**



**39 million euros
total spendings of
Grüne Woche visitors**

Recap Grüne Woche 2024

Global Forum for Food and Agriculture & Agriculture Ministers Conference

- Hosted and invited by the German Federal Minister of Food and Agriculture
- Agriculture ministers of 72 nations
- Representatives of 12 international organizations
- 2,000 representatives from politics, science, industry and NGOs from more than 100 countries

GLOBAL
FORUM FOR FOOD AND
AGRICULTURE



Bundesministerium
für Ernährung
und Landwirtschaft

GFFA, Ministry of Global Affairs | www.gffa-berlin.de



Berlin Agriculture Ministers' Conference 2024, CityCube Berlin

International Exhibitors

Themeworld "World Tour"



- More than 30 official country presentations
- Presentations of various regions from all over the world
- Individual exhibitors (importer/exporter)



The Netherlands



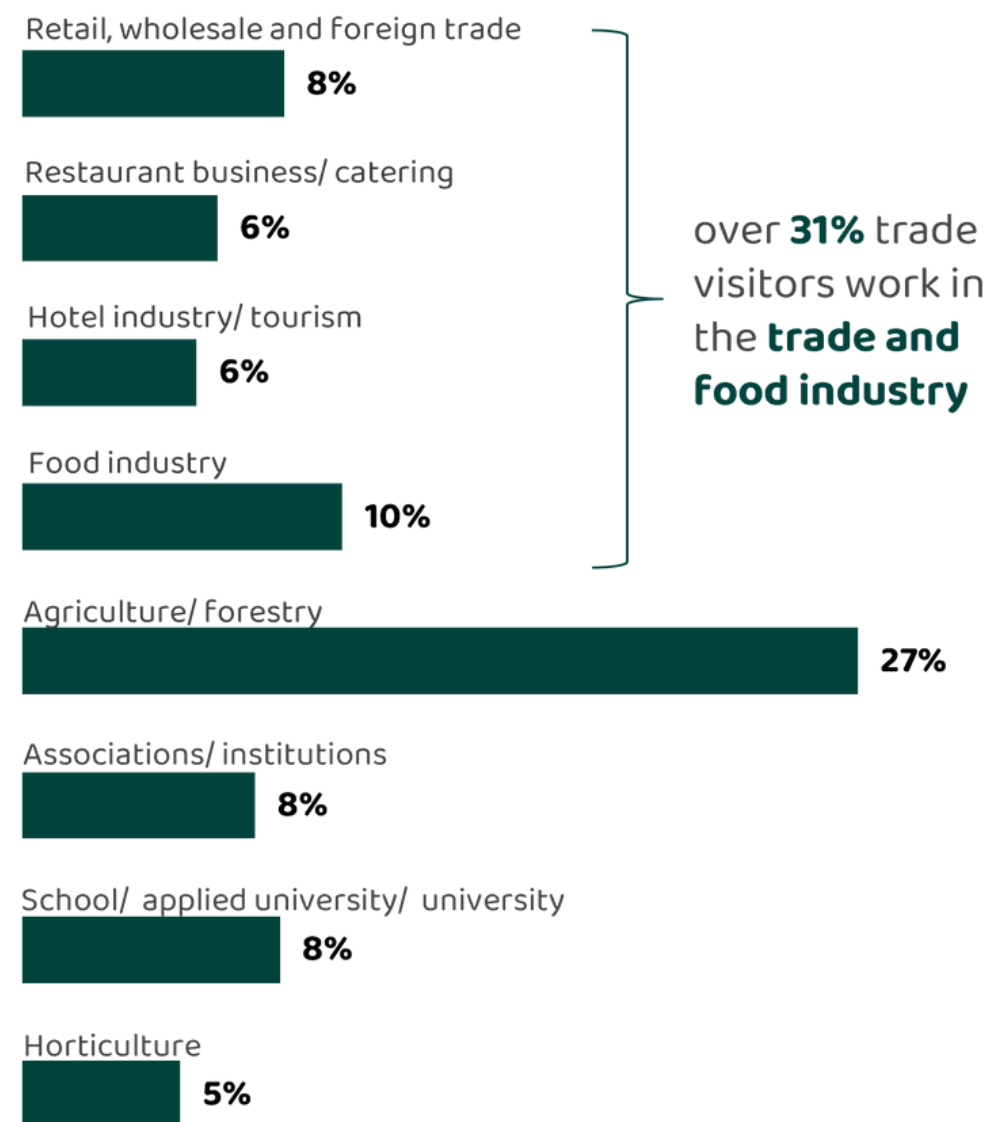
The Baltics



Switzerland

Trade Visitors

About **51.000** trade visitors of the following business sectors:



(Multiple entries, extract trade visitors)

89%

of trade visitors are satisfied with their visit at Grüne Woche.

84%

of trade visitors would recommend a visit to Grüne Woche.

86%

of the trade visitors plan to visit Grüne Woche 2025.



Grüne Woche Startup-Days

Chosen startups from the agtech & food industry pitch their business idea in front of a jury and present their products



**Grüne Woche
Startup-
Days**

27

Candidates

1

Winner

10

Finalists

2

Days



Media Coverage



- 2,000 journalists from 28 countries
- Over 7.5 million outreaches via Facebook and Instagram
- More than 2,000 active followers on the B2B platform LinkedIn
- Around 17,000 print and online articles and around 1,000 television and radio reports appeared about about **Grüne Woche**.



[Interview Cem Özdemir, German Minister of Food and Agriculture](#)

Your Benefits

of participating in Grüne Woche



Test Market

Launch of new products

Grüne Woche as test market regarding the acceptance on the European market

Preparation for B2B Platforms

Results of Grüne Woche as a basis for your next B2B presentation



Distribution Channels

Contact to Sales People

Generate new distribution channels in the German market

Business Deals with Other Exhibitors

Generate international distribution channels through your exhibiting colleagues



Your Benefits

of participating in Grüne Woche



Direct Contact to Consumers

Direct Sales

Finance a part of your participation (156 EUR average spending per visitor)

Consumer Information

Boost touristic interest for your country/region, because informed consumers tend to buy more often

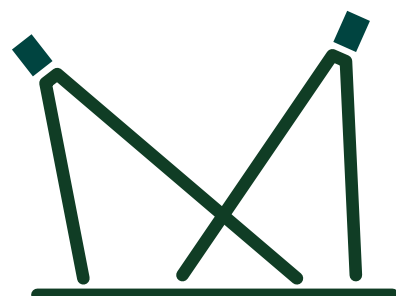
Image

Presentation of your Country and Companies

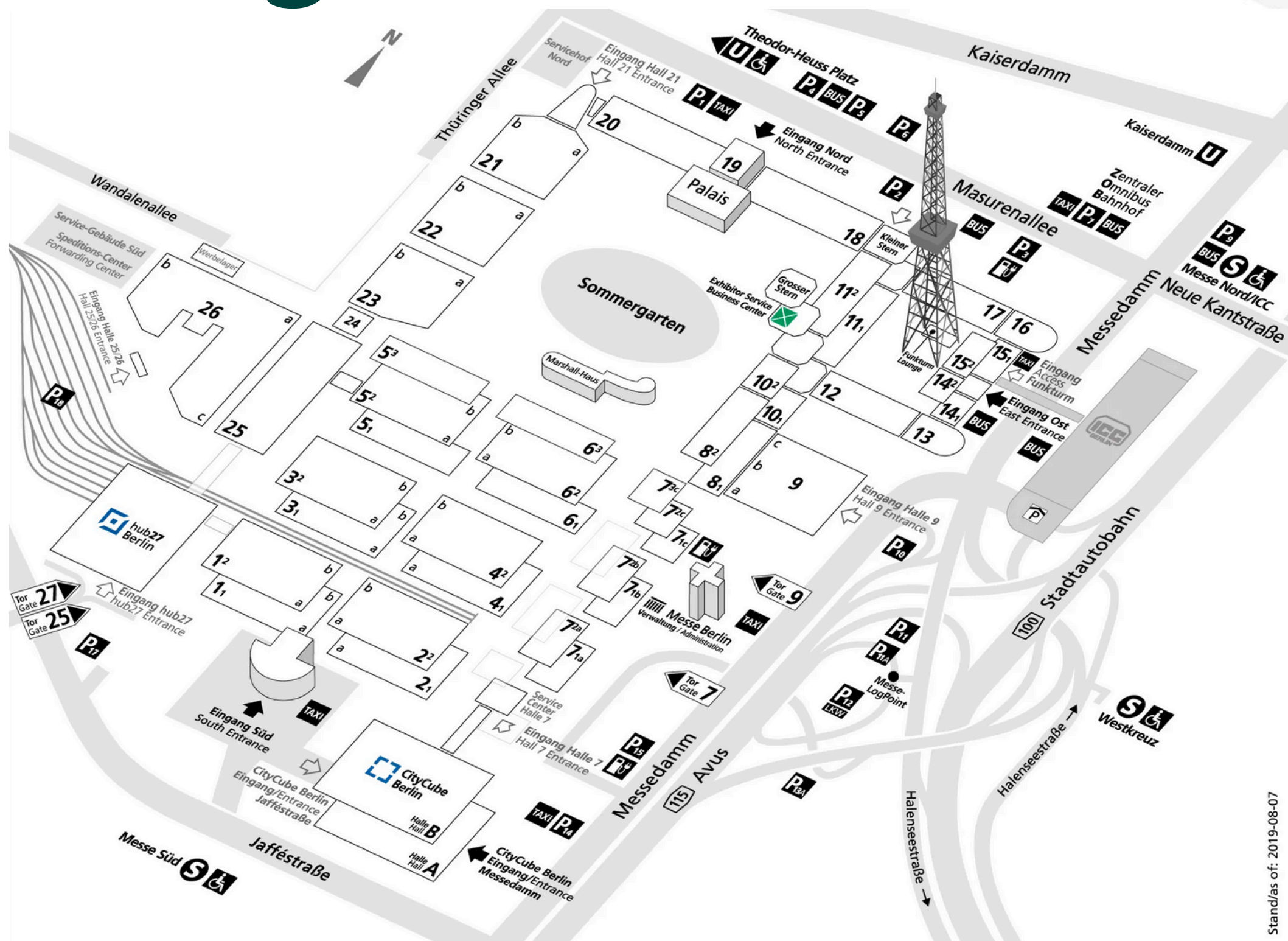
Multiply your political and advertising synergies. Enormous media coverage in national as well as international as well as presence of international politicians, trade visitors and consumers

Cultivation of Image

Presentation of your food industry, sustainable production and visions on the agricultural sector



Fairground Messe Berlin



Thank you for your attention

We are looking forward to your questions and to welcome you as an exhibitor of Grüne Woche |
The global hub for agribusiness.



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[find more information here](#)

Grüne Woche 2025

We look forward to seeing you there!

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