



# Grüne Woche

The global hub for agribusiness

## Communications kit for partners, exhibitors and Grüne Woche community

January 17 - 26, 2025

**Grüne Woche**

Berlin Exhibition Grounds

[www.gruenewoche.com](http://www.gruenewoche.com)

#GW2025

#gruenewoche



 Messe Berlin

# Grüne Woche 2025

## Communications kit

Dear partners, exhibitors and Grüne Woche community,

From January 17 - 26, 2025, the agricultural and food industry, politicians and start-ups, trade visitors and consumers will meet at Grüne Woche in the halls under the Funkturm.



We are providing you this communication kit so that your trade fair presence can achieve the most prominent placement possible. Here you will find important text modules, advertising material and useful links for your promotional efforts.

Feel free to use the templates and to inform your customers about Grüne Woche 2025 through your newsletters, websites, event calendars, social media posts and other communication channels.



New for 2025: You can now also use texts announcing the ‚young generation hub‘. At the upcoming Grüne Woche, the training hall will once again be the most important destination for students seeking careers and training paths in the fields of agriculture, food, horticulture, gastronomy, construction, climate and other related areas. Additional information and text material for trade fair communication can be found starting on page 5.

**You will find the following materials in the kit:**

- [Our theme worlds - this is Grüne Woche](#)
- [Draft text for newsletter/ website with focus on private visitors](#)
- [Draft text for newsletter/ website with focus on trade visitors](#)
- Text templates for social media posts, along with [images](#) 📷 and [videos](#) ▶
- [Logo](#) 
- [Campaign motifs](#) 
- [Floor plan](#) 📍

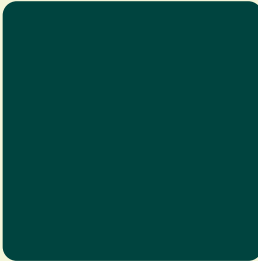
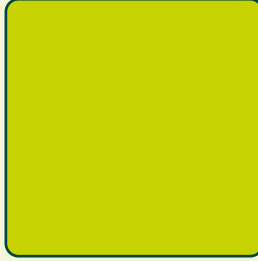
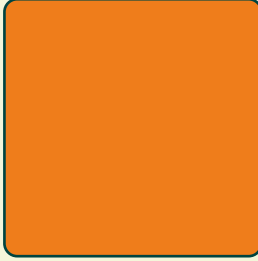
**Would you like to find out the latest news about Grüne Woche?**

- You can find the latest [news](#) on our website
- Subscribe to our [newsletter](#)
- Follow us on social media



# Grüne Woche Basics



	Brief description		
<b>Spelling and abbreviation</b>	Grüne Woche Subtitle: The global hub for agribusiness (see page 10)		
<b>Font</b>	Baloo Paaji		
<b>Date</b>	January 17 - 26, 2025 young generation hub: January 20 – 24, 2025		
<b>Colors</b>	 <p><b>GW Dark green</b> CMYK 100/0/50/70 RGB 0/68/64 Hex #004440</p>	 <p><b>GW Light green</b> CMYK 30/0/100/0 RGB 200/211/0 Hex #c8d300</p>	 <p><b>ygh orange</b> CMYK 0/60/93/0 RGB 239/125/27 Hex #ef7c1b</p>
<b>Sponsors</b>	German Farmers' Association (DBV) Federal Association of the German Food and Drink Industries (BVE)		
<b>Supporting program</b>	Two highlights from the extensive supporting program: the Global Forum for Food and Agriculture (GFFA) and the Future Forum for Rural Development		

# Grüne Woche experience: Discover our theme worlds

A visit to Grüne Woche is as diverse as a trip around the world. Visitors can embark on a touristic and culinary discovery tour through Germany and its regions, taste dishes from five continents and experience animals and nature. The popular 'Green Up Your Life' theme world provides information on the latest trends in sustainability as well as how to be more mindful about consumption of the planet's limited resources.

After a great premiere in 2024, our training and education hall, the young generation hub is opening its doors once again for invites schoolchildren from the eighth grade upwards to pick up a hammer, chisel or paintbrush. At a variety of hands-on stations, apprentices and students, as well as master craftsmen and experts, provide practical insight into a wide range of professions in the agriculture, food, horticulture, hotel, catering, construction and climate sectors. The new training hall is part of the "young generation" theme world.

Our Grüne Woche image film offers some initial impressions.



# Announcement text for your newsletter or website:

## For private visitors

### Grüne Woche 2025 - Highlights at a glance

Grüne Woche is the leading international trade fair for food, agriculture and horticulture. Every day from January 17 - 26, 2025, tens of thousands of visitors will once again flock to the halls under the Funkturm.

A visit to Grüne Woche offers as much variety as a trip around the world. Gourmets and gourmands can look forward to a huge variety of specialties and tourist attractions from many German states and regions. The latest food trends from five continents await visitors seeking exotic dishes. Garden fans can look forward to the popular flower hall which offers a sneak peek of spring and its magical blossoms despite the wintry, gray Berlin of January. The animal hall is timeless: Young and old alike can look forward to direct contact with cows, horses, sheep and other animals in a traditional farm atmosphere.

The German Farmers' Association (DBV) provides insight into modern agriculture at the Farm Experience. Under the motto „The Future tastes good!“, the Federation of the German Food Industry (BVE) shows trade fair visitors the future of food production. Other informative and tasty highlights include the interactive hall of the Federal Ministry of Food and Agriculture and the Market Hall with its popular street food market.

**We will also be at Grüne Woche.**

**Visit our stand [please add] in hall [please add].**

Use our [banner generator](#) to promote your Grüne Woche presence



[Grüne Woche image film](#)

### Information for your visit to Grüne Woche

- [Ticket shop](#)
- [Arrival](#)
- [Floor plan](#)
- [Grüne Woche young generation](#) (school program)

# Announcement text for the young generation hub:

## Out of the classroom - into Grüne Woche

„Roll up your sleeves and join in“ is the motto of the „young generation hub“. From January 20 - 24, 2025, Grüne Woche training hall will host students from the eighth grade onwards. They will get impressions about professions, training paths and internships in a variety of areas: food, agriculture and gardening as well as the hotel, catering, construction and climate sectors. Around 90 career profiles – incl. plant mechanic, confectioner, horse farmer, chimney sweep and carpenter – invite teenagers to join in at a variety hands-on stations, where they can try out their skills with a saw or hammer or see if they've got a green thumb.

Trainees, students and professionals will be on hand to answer questions. The „young generation hub“ celebrated its successful premiere in 2024 and complements Grüne Woche's school program, young generation.

**We will also be represented in the „young generation hub“ at Grüne Woche 2025. Visit our stand [please add] in hall [please add].**



## Social media posts about the „young generation hub“

### Social media-posts about the „young generation hub“

- Beginning your career straight out of school: The „young generation hub“ at Grüne Woche 2025 offers orientation and practical inspiration for young talent. Visit us in hall [please add] at stand [please add] and try out [please insert profession] for yourself. You can find all the information here: [www.gruenewoche.de](http://www.gruenewoche.de) #gruenewoche #GW2025 #younggenerationhub
- „Roll up your sleeves and join in“ At the „young generation hub“, you can find out about 60 professions - and try out a saw, hammer or other building tools. You can find all the information here: [www.gruenewoche.com](http://www.gruenewoche.com) #gruenewoche #GW2025 #younggenerationhub
- Young talent wanted! Visit the „young generation hub“ at Grüne Woche and gain practical insight into 60 careers in agriculture, nutrition, horticulture, gastronomy and more. All relevant information is available here: „young generation hub“ #gruenewoche #GW2025 #younggenerationhub

# Announcement text for your newsletter or website: For trade visitors

## **Grüne Woche 2025: #1 dialog platform for leaders from politics and industry**

As the leading international trade fair for food, agriculture and horticulture, every year Grüne Woche brings together top industry decision-makers and the highest-ranking members of German federal and state politics.

The trade fair attracts a large number of national and international ministerial delegations. From January 17 - 26, 2025, top-notch conferences, meetings, and many other daytime and evening events for exchanging ideas and networking will once again await the heads of politics, business and society.

Grüne Woche focuses the attention of media, government policymakers, and the public on the latest agricultural industry topics. Powerful trade partners include two non-commercial sponsors: the German Farmers' Association (DBV) and the Federation of German Food and Drink Industries (BVE).

As the most visited consumer fair in Germany, Grüne Woche excels every year as a test market for the introduction of new products and marketing strategies. The reactions of thousands of daily trade fair visitors make it quite easy to predict which products will be successful.

In addition to the opening ceremony of Grüne Woche, another event highlight is the Global Forum for Food and Agriculture (GFFA), which is organized by the German Federal Ministry of Food and Agriculture. This international conference brings together agriculture ministers from 65 countries to discuss current agricultural and food issues.

## Information about visiting Grüne Woche

- [Information for trade visitors](#)
- [Overview of congresses & events](#)
- [Ticket shop](#)
- [Arrival](#)
- [Floor plan](#)

Over 2,000 media representatives from 28 countries were accredited for Grüne Woche 2024.

In 2024 there were approximately 17,000 print and online articles and ca. 1,000 television and radio reports about the trade fair.

**We will also be at Grüne Woche.**

**Visit our stand** [please add] **in hall** [please add].

[Grüne Woche image film](#)



# For a successful appearance: Social media posts and images

Do you want your Grüne Woche presence to go viral? Then try out our text modules for your social media posts. You are welcome to use and/or adapt these for messaging on your social media channels.

Do you prefer to rely on the power of visuals? A picture is indeed worth 1,000 words. You can find a selection of unrestricted-use image motifs in our album. If you use the images in your social media posts, please include the photo credit: Fotos Grüne Woche Berlin.

Channel	Link
	<a href="https://twitter.com/gruenewoche">https://twitter.com/gruenewoche</a>
	<a href="https://www.facebook.com/internationalegruenewoche">https://www.facebook.com/internationalegruenewoche</a>
	<a href="https://www.instagram.com/gruene_woche/">https://www.instagram.com/gruene_woche/</a>
	<a href="https://www.youtube.com/user/Grünewoche">https://www.youtube.com/user/Grünewoche</a>
	<a href="https://www.linkedin.com/company/gruene-woche">https://www.linkedin.com/company/gruene-woche</a>



[Link to album](#)

#GW2025

#grünewoche



# Text modules for your social media posts

Hashtags: #grünewoche #GW2025



## Instagram:

- #savethedate: Banish the winter blues with us at Grüne Woche! You can find us from January 17 - 26, 2025 in the halls under the radio tower. We're looking forward to seeing you. All information can be found on Grüne Woche page or @gruene\_woche #grünewoche #GW2025

## Facebook:

- From January 17 - 26, 2025, #grünewoche will give a sneak peek of spring and we'll be there! Visit us at #GW2025. You can find all the information here: [www.gruenewoche.com](http://www.gruenewoche.com)
- Attention gourmets and gourmands! Grüne Woche invites you to a culinary journey around the world from January 17 - 26, 2025. Come hungry and visit us in hall [please add] at stand [please add]. You can find all the information here: [www.gruenewoche.com](http://www.gruenewoche.com) #grünewoche #GW2025
- We will be there! Visit us at our stand at Grüne Woche 2025. You can find us here from January 17 - 26, 2025: [please add hall and stand number]. All information can be found here: [www.gruenewoche.com](http://www.gruenewoche.com) #grünewoche #GW2025
- Do you want to start the gardening season in January? Then come to Grüne Woche January 17 - 26, 2025. Visit us in hall [please add] at stand [please add]. We're looking forward to seeing you. You can find all the information here: [www.gruenewoche.com](http://www.gruenewoche.com) #grünewoche #GW2025

## LinkedIn:

- Meet the leaders of the German food and agriculture scene at Grüne Woche 2025. Take an active part in shaping the future of the industry! Visit our stand in hall [please add] and find out more: [www.gruenewoche.com](http://www.gruenewoche.com) #grünewoche #GW2025
- Will the future be meatless? Get answers to many important questions about food and agricultural topics at Grüne Woche from January 17 - 26, 2025. Visit our stand in hall [please add], stand number [please add] and join the discussion: [www.gruenewoche.com](http://www.gruenewoche.com) #grünewoche #GW2025
- Be part of the agricultural scene when it sets the course for the industry's upcoming year at Grüne Woche. Discuss with us at #GW2025 and visit our stand from January 17 - 26, 2025! All details here: [www.gruenewoche.com](http://www.gruenewoche.com) #grünewoche #GW2025
- Grüne Woche is the summit meeting of the agricultural and food industry. Be among the over 50,000 experts who will get the latest industry news at over 300 congresses and events. Visit us at #GW2025! All information here: [www.gruenewoche.com](http://www.gruenewoche.com) #grünewoche

# OUR LOGO!

## Check out our logo and design guidelines!

In 2023 Grüne Woche bade farewell to its old logo and took on a fresh look with a new claim. The new logo is modern and even easier to use in your digital communication and advertising. Please note: The dark green logo is preferred. Light green logo variants may only be used on the dark green background, not standalone.

### Logo with tagline

In B2B communication with customers or partners who are not familiar with Grüne Woche, a claim can be added to the logo. The following message is specified for this purpose: „The global hub for agribusiness“.

The claim expresses international relevance and emphasizes the trade fair as a hub for business in agriculture and nutrition. The claim remains in English in all application contexts. The claim is not used in B2C communication.



### Special formats on an irregular background



This logo variant is used for image sizes of 15mm or less. Height < 15mm



# OUR LOGO!

## Check out our logo and design guidelines!

### Logo: Don't's

Here are some examples of logo modifications and applications that are not permissible. The logo may only be used in its entirety and not broken down into its separate parts.



Skewed placement



Distorted image



Placement without protective space



Reproduction using wrong typeface

# Our floor plan offers a perfect overview

You can always find the latest site plan – available as a web graphic and print template – on our [website](#)



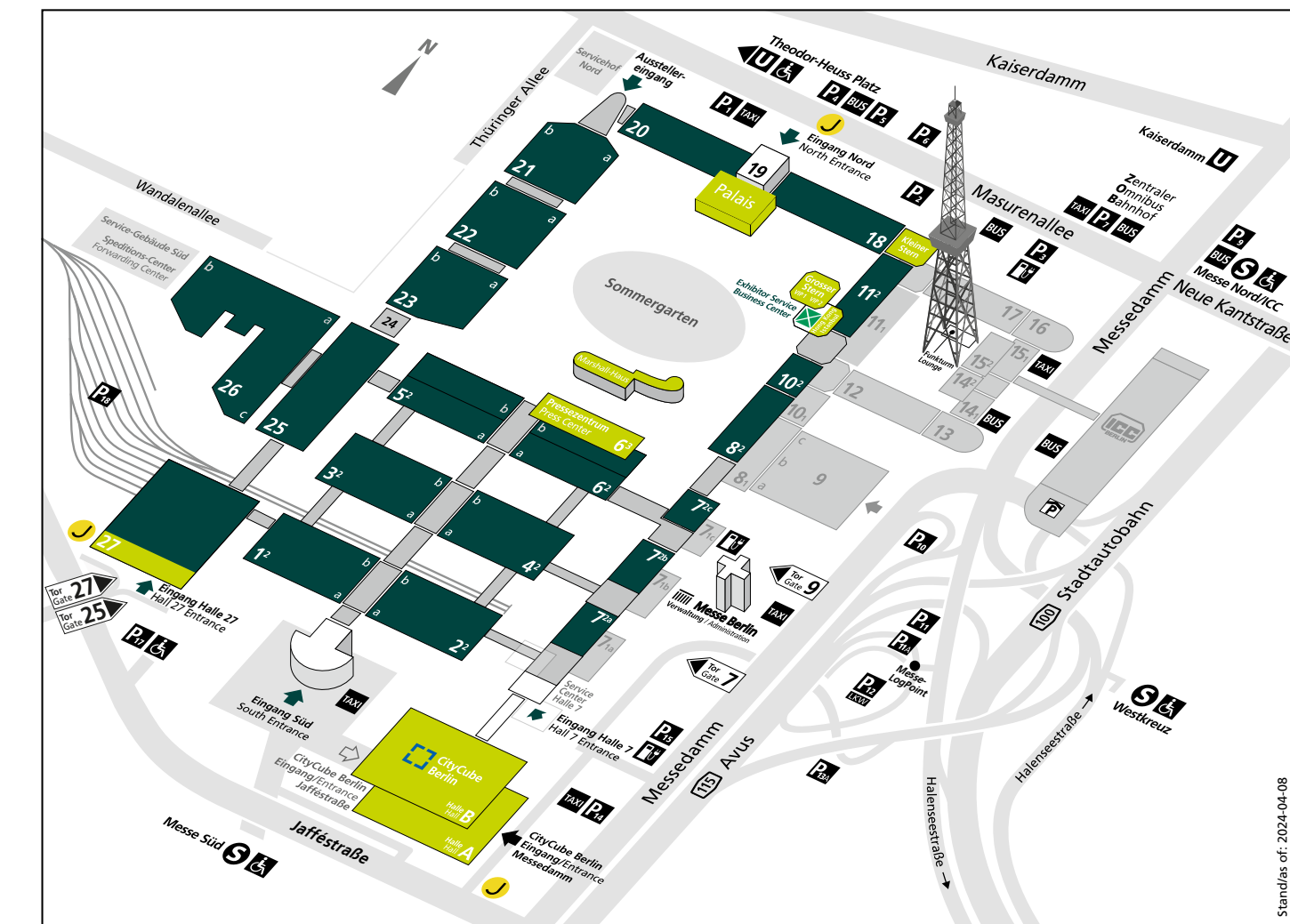
Berlin ExpoCenter City

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Messe Gelände · Exhibition Grounds

Grüne Woche 2025  
17. – 26. Januar

Grüne Woche



Grüne Woche 2025

Kongressbereich / Fachveranstaltungen  
Congress Area / Events for Trade Visitors

J Mobilitätsflächen für Miet-Zweiräder  
Jelbi hub shared mobility Pickup & Drop-off for rental two-wheeled vehicles



# Grüne Woche

The global hub for agribusiness

**January 17 - 26, 2025**

**Grüne Woche**

[www.gruenewoche.com](http://www.gruenewoche.com)

#GW2025

#gruenewoche

Organizer:

Messe Berlin GmbH

Messedamm 22, 14055 Berlin, Germany

Venue:

Berlin Exhibition Grounds

Do you have comments or feedback?

Please contact us at:

[gw@messe-berlin.de](mailto:gw@messe-berlin.de)

We look forward to hearing from you!

