



The global hub for agribusiness

Communications kit for partners, exhibitors and Grüne Woche community

January 16 - 25, 2026

Grüne Woche

Berlin Exhibition Grounds

www.gruenewoche.com

#GrüneWoche100

#GW100



A brand of



Grüne Woche 2026

Communications kit

Dear partners, exhibitors and Grüne Woche community,

from **16 to 25 January 2026**, Grüne Woche will once again be the hotspot for the agricultural and food industry. Decision-makers from the agricultural and food industry, from politics and society and consumers will meet in the exhibition halls under the radio tower. This year, has a special reason to celebrate: 100 years of Grüne Woche - anniversary! Join us in celebrating a century of innovation, dialogue and enjoyment.






To ensure that your trade fair presentation gets the attention it deserves, we have put together this **communication** kit for you. Here you will find useful **text modules, advertising material and practical links** to help you reach your target groups in the best possible way.



Feel free to use the templates for your **newsletter, websites, social media posts, event calendar and all other communication channels** to spread the word about Grüne Woche 2026 in your community.

More information and text material for your trade fair communication can be found at on page 6.

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		
Spelling and abbreviation	Grüne Woche Subtitle: The global hub for agribusiness (see page 10)		
Font	Baloo Paaji		
Date	January 16 - 25, 2026 young generation hub: January 19 – 23, 2026		
Colors	<div></div> <div>GW Dark green CMYK 100/0/50/70 RGB 0/68/64 Hex #004440</div>	<div></div> <div>GW Light green CMYK 30/0/100/0 RGB 200/211/0 Hex #c8d300</div>	<div></div> <div>ygh orange CMYK 0/60/93/0 RGB 239/125/27 Hex #ef7c1b</div>
Sponsors	German Farmers' Association (DBV) Federal Association of the German Food and Drink Industries (BVE)		
Supporting program	Two highlights from the extensive supporting program: the Global Forum for Food and Agriculture (GFFA) and the Future Forum for Rural Development		



100 years of Grüne Woche - Celebrate, inform and inspire together!

Grüne Woche has been bringing people, markets and ideas together for a century. As the world's leading trade fair for food, agriculture and horticulture, it combines tradition and progress and creates a unique space for dialogue and discovery. This is where producers meet consumers, experts from politics and business, where pleasure meets responsibility. In its anniversary year, Grüne Woche invites you more than ever to experience the diversity of the industry and to shape the future together.

Food concerns us all - and has done so for 100 years

Food unites people, cultures and generations. Since 1926, Grüne Woche has been the place where everything revolves around food: from regional specialities to global food trends, from sustainable agriculture to innovative technologies. It shows how our eating behaviour has changed and provides inspiration for the future. After all, nutrition is not just a question of taste, but also a social responsibility.

100 years of Grüne Woche - tradition meets the future

In a rapidly changing world, Grüne Woche remains a constant: it preserves the tried and tested, scrutinises the existing and presents the new. While food trends, agricultural technologies and consumer behaviour are constantly evolving, Grüne Woche remains the place where all these developments can be seen and experienced. In 2026, we will celebrate 100 years full of innovations, encounters and ideas - and at the same time look ahead to what lies ahead.

Become part of 100 years of Grüne Woche! Read more about [100 years - Grüne Woche](#)



16 – 25 JANUARY 2026
Berlin Exhibition Grounds

Grüne Woche experience: Discover our theme worlds

For a century, Grüne Woche has stood for diversity, innovation and tradition - always at the cutting edge, with current trends and experiences that connect and inspire generations. Our theme worlds bring this to life: the World Tour invites you on a culinary journey around the globe. Country-specific specialties and authentic taste experiences bring the diversity of international cuisine to life.

In the themed world of German regions, exhibitors present the best (culinary) highlights from their homeland - from regional delicacies to traditional crafts. "Green Up Your Life" shows how sustainable and healthy living can be achieved in everyday life. Animals, nature and agriculture are also the focus of Grüne Woche.

The young generation hub is a lively place of exchange and discovery for school pupils from the eighth grade upwards. In this themed world, trainees, students and professionals from agriculture, construction, catering and other sectors share their knowledge at interactive stations and open doors to future-oriented careers in skilled trades for young talents.

You can find out more about our **theme worlds** on our website!



Announcement text for your newsletter or website:

For private visitors

Grüne Woche 2026 - Highlights at a glance

Grüne Woche is the leading international trade fair for food, agriculture and horticulture. From 16 to 25 January 2026, tens of thousands of visitors will once again conquer the halls under the radio tower. This year will mark a special occasion: 100 years of Grüne Woche - 100 years of enjoyment, tradition and innovation. A visit to Grüne Woche is a culinary and cultural journey of discovery. Regional specialities from the federal states meet the latest food trends from all over the world. The Flower Hall brings a touch of spring to Berlin in the middle of winter, while the Animal Hall, with its cosy farmyard atmosphere, offers encounters with horses, donkeys and the like. The Farm Experience organised by the Forum Moderne Landwirtschaft invites visitors to experience modern agriculture up close.

Under the motto 'Future tastes good', the Federal Association of the German Food Industry (BVE) will show how food production is changing. Further highlights await in the hall of the Federal Ministry of Food and Agriculture and in the Market Hall, where the aroma of international specialities and street food creations will invite visitors to linger.

100 years of Grüne Woche - Celebrate with us! This anniversary edition will be something very special. Be there and experience how tradition and innovation meet. Visit our stand [please add] in hall [please add].

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



[GW 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

The young generation hub at Grüne Woche is the place to be: Get hands-on and join in! From 19 to 23 January 2026, schoolchildren from the eighth grade onwards can discover professions, training paths and internships in the fields of food, agriculture, horticulture, hospitality, gastronomy, construction and climate at first hand. Around 90 professions - from plant mechanic to confectioner to carpenter - can be tried out in a fun way at interactive stations. Apprentices, students and skilled workers are available at the hub to exchange experiences and network. The young generation hub will once again be an integral part of Grüne Woche schools programme in 2026.

We will also be represented in the „young generation hub“ at Grüne Woche 2026. 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“

- From school straight into working life: The young generation hub at Grüne Woche 2026 gives the opportunity to join in, try things out and get started! 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.com #GrüneWoche100 #younggenerationhub
- Tackle, join in and get started! At the young generation hub, you can get to know over 90 professions and saw, hammer or build things yourself. You can find all the information here: www.gruenewoche.com #GrüneWoche100 #younggenerationhub
- Young talents wanted! Visit the young generation hub at Grüne Woche and gain practical insights into around 90 careers in agriculture, food, horticulture, catering and more. You can find all the information here: www.gruenewoche.com #GrüneWoche100 #younggenerationhub

Announcement text for your newsletter or website:

For trade visitors

Grüne Woche 2026: dialog platform for leaders from politics and industry

As the leading international trade fair for food, agriculture and horticulture, Grüne Woche is the central meeting place for top representatives of the industry as well as German federal and state politicians.

From 16 to 25 January 2026, Grüne Woche will celebrate its 100th anniversary and once again bring together decision-makers from politics, business and society. Participants can expect a varied program with numerous conferences, meetings and evening events. There will also be a large number of side events offering valuable discussions, exchanges of ideas and networking opportunities.

Grüne Woche 2026 focuses on current topics in the agricultural and food industry and attracts broad media and political attention. Important partners in this context are the conceptual sponsors of the trade fair: the German Farmers' Association (DBV) and the Federation of German Food and Drink Industries (BVE). As the consumer trade fair with the highest number of visitors in Germany, Grüne Woche is also an important test market where new products and marketing strategies are tested for their market opportunities. The reactions of thousands of trade fair visitors every day provide valuable information on the potential success of new products.

Another highlight is the Global Forum for Food and Agriculture (GFFA), which is organized by the Federal Ministry of Food and Agriculture.

Information about visiting Grüne Woche

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

This is where agriculture ministers from over 60 countries come together to discuss global agricultural and food issues and develop joint solutions. In 2026, Grüne Woche attracted 310,000 visitors, including over 1,850 media representatives from 27 countries. More than 11,700 print and online articles and over 1,400 television and radio programs reported on the trade fair and its topics.

We will also be at Grüne Woche.

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



[**GW Image film**](#)

For a successful appearance: Social media posts and images

Would you like to go viral with your Grüne Woche presence? Then increase your chances with our text modules for social media posts. You are welcome to use or adapt these for your advertising on your social media channels.

Do you prefer to rely on the power of images? With pleasure. You can find a selection of freely usable image motifs in our album. If you use the images in your social media posts, please use the photo credit: Fotos Grüne Woche Berlin.

Channel	Link
	https://www.linkedin.com/company/gruene-woche
	https://www.facebook.com/internationalegruenewoche
	https://www.instagram.com/gruene_woche/
	https://www.youtube.com/user/Grünewoche



[Link to album](#)

#GrüneWoche100

#GW100

Text modules for your social media posts

Hashtags: #GrüneWoche100 #GW100



Instagram:

- #savethedate: Banish the winter blues with us at Grüne Woche! You can find us from January 16 - 25, 2026 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 #GrüneWoche100 #GW100

Facebook:

- From January 16 - 25, 2026, #Grüne Woche will give a sneak peek of spring and we'll be there! Visit us at #GW100. You can find all the information here: www.gruenewoche.com
- Attention gourmets and gourmands! Grüne Woche invites you to a culinary journey around the world from January 16 - 25, 2026. Come hungry and visit us in hall [please add] at stand [please add]. You can find all the information here: www.gruenewoche.com #Grüne Woche #GW100
- We will be there! Visit us at our stand at Grüne Woche 2026. You can find us here from January 16 - 25, 2026: [please add hall and stand number]. All information can be found here: www.gruenewoche.com #Grüne Woche #GW100
- Do you want to start the gardening season in January? Then come to Grüne Woche January 16 - 25, 2026. Come and 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 #Grüne Woche #GW100

LinkedIn:

- Meet the leaders of the German food and agriculture scene at Grüne Woche 2026. 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 #GrüneWoche #GW100
- Will the future be meatless? Get answers to many important questions about food and agricultural topics at Grüne Woche from January 16 - 25, 2026. Visit our stand in hall [please add], stand number [please add] and join the discussion: www.gruenewoche.com #Grüne Woche #GW100
- Be part of the agricultural scene when it sets the course for the industry's upcoming year at Grüne Woche. Discuss with us at #GW100 and visit our stand from January 16 - 25, 2026! All details here: www.gruenewoche.com #Grüne Woche #GW100
- 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 #GW100! All information here: www.gruenewoche.com #GrüneWoche100

OUR LOGO!

Check out our logo and design guidelines!

A special logo was developed for communication in the context of the 100th anniversary of Grüne Woche. This can be used for all communication and advertising purposes. Please note: The logo is preferably shown in dark green. The light green logo variants are only possible on the dark green background, not on their own.



Special formats on an uneven background



The logo with claim

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 was defined for this:

»The global hub for agribusiness«.

Der Claim drückt die internationale Relevanz aus und betont die Messe als Drehscheibe für das Business in Landwirtschaft und Ernährung.

The claim expresses the international relevance and emphasises the trade fair as a hub for business in agriculture and food. The claim remains in English in all application contexts and is not translated into German. The claim is not used in B2C communication.



The global hub for agribusiness



The global hub for agribusiness

This logo variant is to be used for image sizes of 15 mm and smaller.

Höhe
< 15mm



Grüne
Woche

The global
hub for
agribusiness

OUR LOGO!

Check out our logo and design guidelines!

Some examples of unauthorised uses and changes to the logo.
The logo may only be used in its entirety and not in individual parts.



Feel free to use our campaign motifs

These images are available for
download as web graphics or
print templates.

#GrüneWoche100

10 YEARS
1926 · 2026

Grüne
Woche

16 –25
JANUARY
2026



Years

The global hub for
agribusiness

Join the exhibition
www.gruenewoche.de

A brand of
MESSE
BERLIN

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](#)



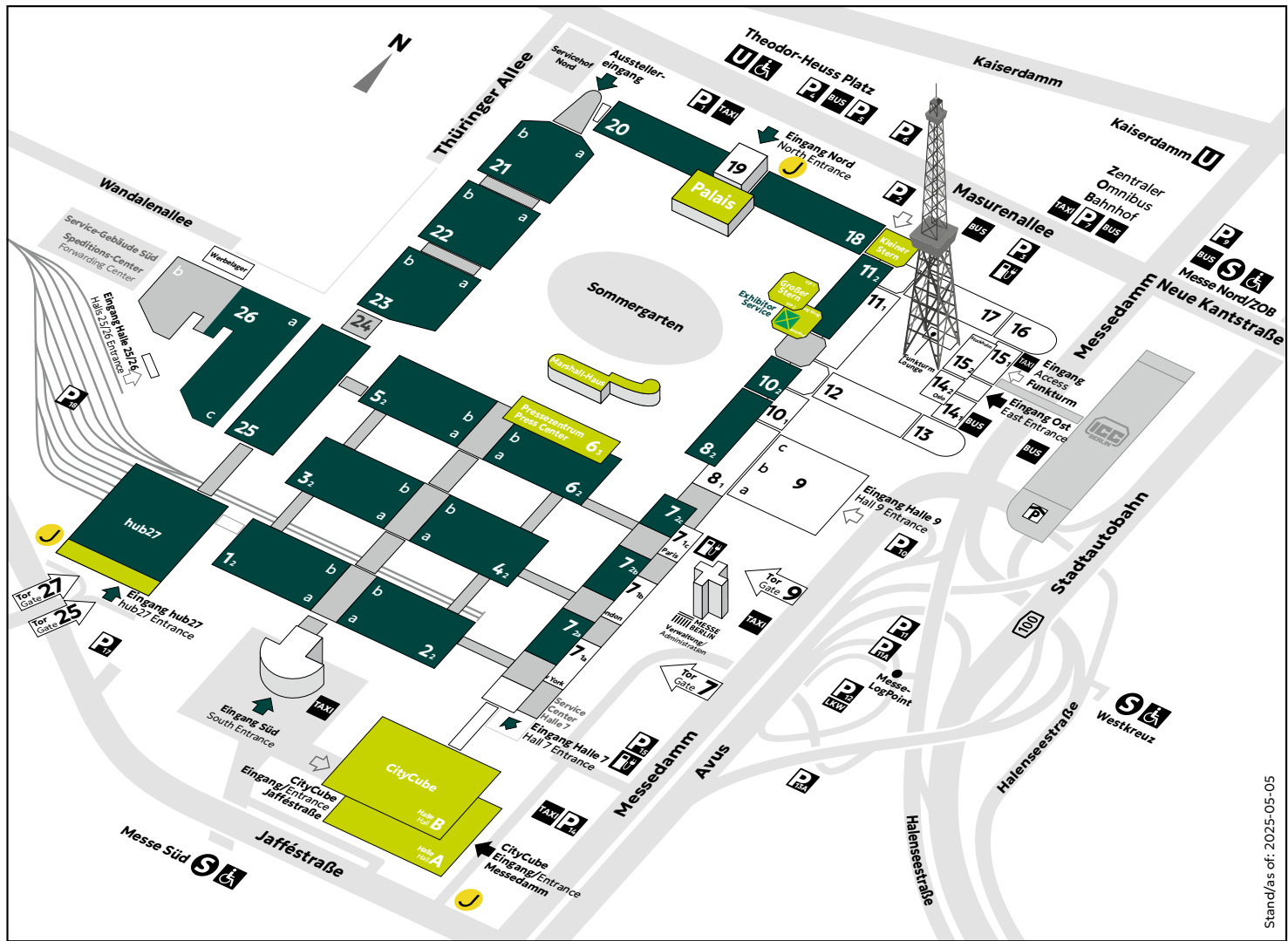
Berlin ExpoCenter City



Messegelände · Exhibition Grounds



Grüne Woche 2026
16. – 25. Januar



Grüne Woche 2026

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

Messe Berlin GmbH · Messedamm 22 · 14055 Berlin · Germany
T +49 30 3038 2027 · [www.gruenewoche.de](#) · [www.greenweek.de](#) · [gw@messe-berlin.de](#)



The global hub for agribusiness

January 16 - 25, 2026

Grüne Woche

www.gruenewoche.com

#GrüneWoche100

#GW100

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

We look forward to hearing from you!

