



Grüne Woche

The global hub for agribusiness

Communications Kit For Partners, Exhibitors and Grüne Woche Community

19 - 28 January 2024
Grüne Woche

Berlin Exhibition Grounds

www.gruenewoche.com

#GW2024

#GrüneWoche



 Messe Berlin

Grüne Woche 2024

Communications Kit

Dear Partners, Exhibitors and Grüne Woche Community,

Anticipation is building! From January 19 to 28, Grüne Woche will unite the agricultural and food sector, politicians, startups, trade visitors, and consumers at the Berlin Exhibition Grounds. This communications kit is designed to maximize your trade fair presence in the media. It contains essential text modules, advertising materials, and helpful links for your promotional efforts.



Please use the templates to provide information about Grüne Woche 2024 in your newsletters, websites, event calendars, social media, and other communication channels.

In its 88th year, Grüne Woche has unveiled a refreshed look with a new slogan and logo. This updated image features a contemporary design that is optimized for integration into your digital communication and promotional activities. For guidance on adapting the image for your trade fair advertising, please see page 9.

The kit contains the following materials:

- [Grüne Woche theme worlds](#)
- [Draft text for newsletters and websites, focus on private consumers](#)
- [Draft text for newsletters and websites, focus on professional audiences](#)
- Text templates for [social media posts](#) along with [images](#)  and [videos](#) 
- [Logo](#) 
- [Campaign motifs](#) 
- [Site map](#) 

Want to see the latest Grüne Woche news?

- Check out the event [updates](#) on our website
- Subscribe to our [newsletter](#)
- Follow us on social media



Grüne Woche Basics

	Brief description	
Spelling and abbreviation	Grüne Woche Slogan: The global hub for agribusiness (see page 9)	
Typeface	Baloo Paaji	
Dates	19 – 28 January 2024	
Colors	 GW Dark green CMYK 100/0/50/70 RGB 0/68/64 Hex #004440	 GW Light green CMYK 30/0/100/0 RGB 200/211/0 Hex #c8d300
Non-commercial sponsors	German Farmers' Association (DBV); Federation of German Food and Drink Industries (BVE)	
Supporting program	Extensive supporting program with the Global Forum for Food and Agriculture (GFFA) and the Future Forum for Rural Development	



The Grüne Woche experience: Discover our Theme Worlds!

A visit to Grüne Woche is as diverse as a trip around the world. This is where you can discover Germany and its regions, sample food from across the globe, experience animals and nature, and learn about the latest sustainability trends.

The „Green Up Your Life“ theme world introduced in 2023 attracted the attention of trade show visitors by providing interesting information and helpful tips for sustainable living.

The „young generation hub“ will debut at Grüne Woche 2024. This exciting addition will complement the young generation theme by offering a dedicated exhibition space for young people to prepare for their future careers. Trainees, college students, master craftsmen, and experts will provide hands-on insights into career opportunities ranging from the agriculture and food industry to the gardening, hotel, catering, construction, and HVAC sectors.

Our Grüne Woche image film offers a few first impressions



[GW image film](#)

Announcement text aimed at **private consumers** for your newsletter or website

Grüne Woche 2024 – Highlights at a glance

Grüne Woche is the leading international trade fair for food, agriculture and horticulture. From January 19 to 28, 2024, the event will attract tens of thousands of trade fair visitors to the Berlin Exhibition Grounds every day.

A visit to Grüne Woche is as varied as a trip around the globe. Foodies can embark on an international culinary journey and discover the latest cooking trends. Gardening enthusiasts are delighted by the ever-popular Flower Hall. This has been one of the top highlights for fairgoers over the years and with its floral magic, it brings a breath of spring to winter-grey Berlin. The Animal Hall delights visitors young and old with its unique farm atmosphere. Children especially enjoy the chance to get a close-up look at the cows, horses, sheep and more.

The Grüne Woche Event Farm is where the German Farmers' Association (DBV) offers information about modern agriculture. In line with the theme „What will the future taste like?“, the Federation of German Food and Drink Industries (BVE) focuses on the future of food production. Other crowd pleasers include the Interactive Hall sponsored by the German Ministry of Food and Agriculture along with the Market Hall and its popular street food section featuring the latest culinary creations.

We look forward to seeing you at Grüne Woche 2024!

Come visit our display in Hall [insert number], Stand [insert number].

You can use the Grüne Woche [banner generator](#) to promote your trade fair appearance.

Info for your Grüne Woche visit

- [Ticket shop](#)
- [Arrival](#)
- [Site map](#)
- [Grüne Woche young generation](#) (school program)

Announcement text aimed at **trade professionals** for your newsletter or website

Top industry and political leaders at Grüne Woche 2024

As the leading international trade fair for food, agriculture and horticulture, Grüne Woche each year brings together top industry managers along with the most prominent German policymakers. The event is known to have an exceptionally high number of German and international ministerial delegations. Interesting conferences, meetings, evening programs and many more networking and idea-sharing events attract high-ranking representatives from the political, business, and social communities from January 19 to 28, 2024.

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

By attracting more visitors than any other consumer trade event in Germany, Grüne Woche plays an important role as a test market for new products and marketing strategies. With tens of thousands of guests every day, the exhibition offers excellent opportunities to observe consumer reactions to new products and learn what makes the market tick.

Event highlights in 2024 include the Grüne Woche opening ceremony and the Global Forum for Food and Agriculture (GFFA). Organized by the German Federal Ministry of Food and Agriculture, this international conference is where some 70 ministers of agriculture take a

Details for your Grüne Woche visit

- [Info for trade professionals](#)
- [Overview of congresses & events](#)
- [Ticket shop](#)
- [Arrival](#)
- [Site map](#)

close look at the future of the industry. Around 2,000 media professionals from 25 countries were registered at Grüne Woche 2023. They covered the trade fair with nearly 17,000 print and online articles and around 1,000 television and radio reports.

**We look forward to seeing you at Grüne Woche 2024!
Come visit our display in Hall [insert number],
Stand [insert number].**

For a successful appearance: Social media posts and images

Do you want your Grüne Woche appearance to go viral? Our text modules for social media posts will help boost your chances. Feel free to use or adapt these tools for advertising on your social media channels.

You'd rather rely on the power of images? No problem. You'll find a selection of free image motifs in our album. If you decide to use these images in your social media posts, please include the following photo credit: Photos Grüne Woche Berlin.

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



[Link to album](#)

#GW2024

#GrüneWoche

Text modules for your social media posts



Announcement posts for the general public:

- Berlin goes green! Grüne Woche 2024 takes place in Berlin from January 19 to 28 and we hope to see you there! Visit us at [#GW2024](#). Details here: www.gruenewoche.com
- [#savethedate](#): Come visit us at Grüne Woche 2024 from January 19 to 28 at the Berlin Exhibition Grounds. We look forward to seeing you there! Details here: www.gruenewoche.com
- Ready to experience new tastes? Grüne Woche 2024 invites you to embark on a culinary journey around the world from January 19 to 28. Come visit our display in Hall [insert number], Stand [insert number]. Details here: www.gruenewoche.com
- We'll be there! Come visit our display at Grüne Woche 2024 from 19 to 28 January. You'll find us here: [please add hall and stand number]. Details: www.gruenewoche.com
- Why not start the gardening season in January? It's easy at Grüne Woche 2024 from January 19 to 28. Come visit our display in Hall [insert number], Stand [insert number]. We look forward to seeing you there! Details here: www.gruenewoche.com

Announcement posts for professional audiences:

- The key figures and influencers from the German food and agricultural sector come together at Grüne Woche 2024 to engage in discussions and help shape the industry's future. We invite you to visit our display in Hall [insert number], Stand [insert number]. For more information: www.gruenewoche.com
- Is a meatless future on the horizon? What about food safety concerns? Find answers to these and many other questions at Grüne Woche 2024 from January 19 to 28. We invite you to visit our exhibit and join the discussion: Hall [insert number], Stand [insert number]. For further information: www.gruenewoche.com
- Join us in January at Grüne Woche 2024 when the agricultural scene positions itself for the upcoming year. Visit our booth and join the discussion at [#GW2024](#) from January 19 to 28! Details here: www.gruenewoche.com
- Grüne Woche is the #1 meeting place for the agricultural and food industry. Every year, some 90,000 experts meet at this international marketplace featuring an extensive program of over 300 congresses and events. We hope to see you at [#GW2024](#)! Details here: www.gruenewoche.com

NEW LOGO!

Check out our new logo and design guidelines!

In its 88th year, Grüne Woche has unveiled a refreshed look with a new slogan and logo. This updated image features a contemporary design that is optimized for integration into your digital communication and promotional activities.

The dark green logo is preferred. Light green logo variants may only be used on the dark green background, not standalone.



Special formats on an irregular background



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

Logo with tagline

In B2B advertising aimed at customers or partners who are not familiar with Grüne Woche, a tagline can be added to the logo.

The following slogan is specified for this purpose: **„The global hub for agribusiness“.**

Our slogan communicates the international relevance of Grüne Woche and emphasizes the event as a hub for the agriculture and food business.

The tagline appears in English in all applications and is not translated into German. The slogan is not used in B2C communication.



NEW LOGO!

Check out our new 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.



Wrong logo version on images

Unauthorized modification



Skewed placement



Distorted image



Placement without protective space



Reproduction using wrong typeface

Feel free to use our campaign motifs

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

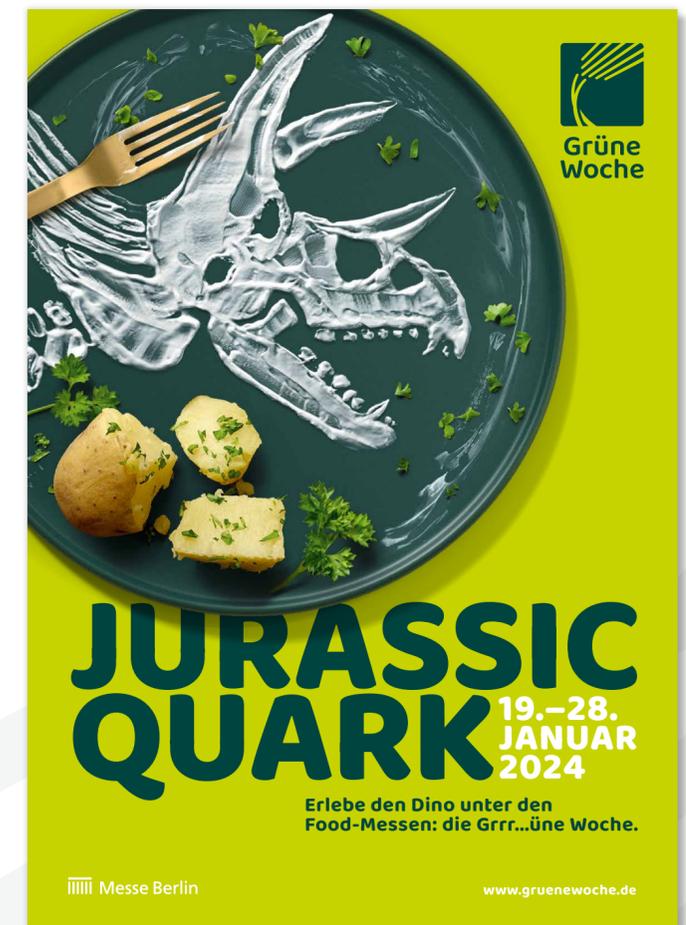
B2C



B2C



B2C



Our site map offers a perfect overview

This image is available for **Download** as a web graphic or print template.



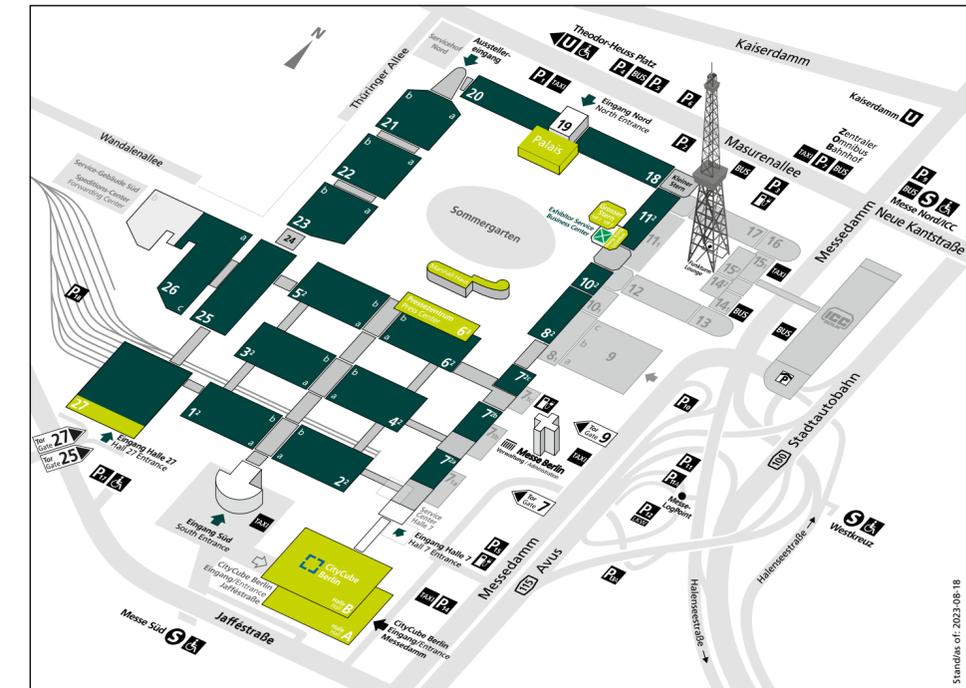
Berlin ExpoCenter City

Messe Berlin

Messegelände · Exhibition Grounds

Grüne Woche 2024
19. – 28. Januar · 19 – 28 January

Grüne Woche



Grüne Woche 2024

Kongressbereich / Fachveranstaltungen
Congress Area / Events for Trade Visitors



Grüne Woche

The global hub for agribusiness

19 – 28 January 2024

Grüne Woche

www.gruenewoche.com

#GW2024

#GrüneWoche

Organizer:

Messe Berlin GmbH

Messedamm 22, 14055 Berlin

Venue:

Berlin Exhibition Grounds

Do you have comments or feedback?

Please let us know:

gw@messe-berlin.de

We look forward to hearing from you!

