

January 13, 2015

## **A look ahead to trade fairs in 2015: 80th anniversary edition of International Green Week Berlin**

### **Debut for Stage|Set|Scenery and MOTORWORLD Classics Berlin**

**Berlin, 13 January 2015** – Events in 2015 at Messe Berlin begin with an anniversary event of a special kind. From 16 to 25 January the International Green Week Berlin invites visitors to the eightieth edition of this exhibition of the food and farming industries. In addition, the stage is set for two new events, Stage|Set|Scenery (9 to 11 June) and MOTORWORLD Classics Berlin (8 to 11 October). Other highlights on the trade fair calendar of the capital include FRUIT LOGISTICA (4 to 6 February), ITB Berlin (4 to 8 March) and IFA (4 to 9 September), all of which are leading events in their field. A number of national and international trade fairs and consumer exhibitions as well as some 50 guest events and congresses round off the programme of trade fairs in 2015. Spending by out-of-town visitors and exhibitors means that events at Messe Berlin generate around three billion extra euros of purchasing power in the Berlin/Brandenburg region. Every year over 30,000 media representatives from Germany and abroad report on events in Berlin. In terms of the media coverage that it attracts Messe Berlin is one of the capital's most important ambassadors.

### **International Green Week Berlin 2015**

#### **16 to 25 January**

Taking as its slogan 'Take your time' Latvia, this year's partner country, is making preparations to host its largest display to date at the International Green Week Berlin 2015 (IGW). From 16 to 25 January this Baltic state, which in 1992 attended the fair for the first time and which in the first half of 2015 will take over the EU Council presidency, will be promoting its wide range of specialities from local regions. More than 1,600 exhibitors from around 70 countries and over 400,000 trade visitors and members of the general public are expected to be at the show. Besides providing a global market overview, companies from every part of Germany will be hosting the largest display of authentic and local specialities from the individual federal States, including food items and luxury foods, that can be found at any exhibition. The programme of conference events focuses on the Global Forum for Food and Agriculture 2015 (GFFA), which takes place from 15 to 17 January. Around 70 ministers of agriculture and senior members of the food

and farming industries are expected to attend. The eightieth edition of the world's largest consumer exhibition for agriculture, the food industry and horticulture can look back on a past spanning 89 years. Since its launch in 1926 around 83,000 exhibitors from 128 countries have presented their wide-ranging products from all over the world to over 31.5 million trade visitors and to the general public.

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

### **Fashion show - Panorama Berlin**

Autumn and winter 2015/2016 edition of Panorama from 19 to 21 January 2015

Spring and summer 2016 edition of Panorama from 7 to 9 July 2015

The name says it all – twice a year Panorama Berlin showcases up-to-the-minute collections of mens' and womenswear as well as shoes and accessories from leading lifestyle brands and provides an overview of the most important trends of the coming season. Since its launch in January 2013 Panorama Berlin has added its name to the list of fairs in the capital with a quality selection of leading international fashion brands, in particular for business customers, and has become one of the leading events at the Berlin Fashion Week. The autumn and winter 2015/2016 edition of Panorama takes place from 19 to 21 January 2015 at Berlin ExpoCenter City.

Progressive mens' and sportswear are among the sections that are due to be expanded. From 7 to 9 July 2015 the spring and summer 2016 edition of Panorama awaits visitors in Berlin.

[www.panorama-berlin.com](http://www.panorama-berlin.com)

## **FRUIT LOGISTICA 2015**

**4 to 6 February**

When more than 60,000 trade visitors from around 130 countries gather in the display halls of Messe Berlin it is time for FRUIT LOGISTICA, the leading trade fair for the international fruit trade. From 4 to 6 February 2015 more than 2,600 exhibitors from over 80 countries will not only be showcasing the full range of products and services representing the entire commercial chain. They will also be showing numerous new fascinating industry products that will provide the trade with an economic boost as well as even more diversity for the consumer. 90 per cent of exhibitors and around 80 per cent of trade visitors at FRUIT LOGISTICA are from abroad, making this an event with one of the highest levels of international participation worldwide. However, FRUIT LOGISTICA has even more to offer than these impressive statistics. Its specialist supporting programme featuring various formats represents a platform for innovation for the international fruit trade.

[www.fruitlogistica.de](http://www.fruitlogistica.de)

## **ITB Berlin 2015**

**4 to 8 March**

ITB Berlin is the world's leading travel trade show and attracts around 110,000 trade visitors, of whom some 40 per cent are from abroad. It organises one of the largest conventions of its kind in the world which has more than 22,000 participants. Tourism products are exhibited by individual countries and tourism sectors in individual sections on a display area covering 160,000 square metres. Overall, around 10,000 companies from more than 180 countries showcase their products, thereby mirroring the entire value chain of the tourism industry. Over a period of five days this is where the trends of an industry are set which, with over 100 million employees, is one of the biggest and most important growth industries in the world. Every year, ITB Berlin generates a turnover in the order of over six billion euros. The economic indicator of the world's travel industry is a global media event: in 2014 6,000 journalists from 80 countries covered events at this international trade show. ITB Berlin takes place from 4 to 8 March 2015.

[www.itb-berlin.de](http://www.itb-berlin.de)

## **WASSER BERLIN INTERNATIONAL 2015**

**24 to 27 March**

As the only specialist event of its kind in Germany WASSER BERLIN INTERNATIONAL, the Trade Fair and Congress for Water and Wastewater, mirrors the entire economic cycle of the water industry. In future, the hall layout of the trade fair will reflect the economic cycle of the water industry, whose 360-degree approach symbolises the principle of sustainability as well as demonstrating that WASSER BERLIN INTERNATIONAL showcases products, services and solutions from all parts of the water industry. Trade visitors will be able to find their way around the fair more easily. In 2015, for the first time, the WASSER BERLIN INTERNATIONAL Congress will take on the format of a Hall Forum and will thus become an integral part of trade fair events. No extra charges will be made for the congress. The concept of the congress will be more tightly structured. In addition, specialist symposiums dealing with individual topics in greater detail will be taking place in close coordination with trade fair events. More than 600 national and international exhibitors and over 22,000 visitors are expected to attend WASSER BERLIN INTERNATIONAL 2015.

[www.wasser-berlin.de](http://www.wasser-berlin.de)

## **conhIT – Connecting Healthcare IT 2015**

**14 to 16 April**

conhIT is Europe's leading healthcare IT event. 'Connecting Healthcare IT' will again be the fair's slogan when from 14 to 16 April 2015 the entire range of healthcare IT products goes on display on the Berlin Exhibition Grounds. Providers and users as well as representatives from politics and science will be gathering at the Industrial Fair, Congress, Academy and at a wide range of networking events to find out about industry developments, exchange views and to learn from the experiences of others. In 2015, for the first time, conhIT will feature a 'mobile health ZONE' that will showcase mobile IT solutions for hospitals, rehabilitation clinics, doctors' practices, health insurances and nursing homes. Telemedicine products will also be on display there. More than 350 national and international exhibitors and over 6,000 trade visitors are expected to attend conhIT 2015 in Berlin.

[www.conhit.de](http://www.conhit.de)

## **Stage|Set|Scenery 2015**

**9 to 11 June**

The stage is set for Stage|Set|Scenery – World of Entertainment Technology, which from 9 to 11 June 2015 will be taking place on the Berlin Exhibition Grounds for the first time. Stage|Set|Scenery is the international trade fair and congress for theatre planning, architecture, film, event services, stage, lighting, sound, video and media technology, make-up, costume and stage-set design, acoustics, studio, exhibition and museum technology. Based on current booking levels exhibitor numbers are expected to be high, Leading companies from a number of different sectors have already confirmed their participation. The project team of Stage|Set|Scenery expects around 250 exhibitors and 7,500 trade visitors to attend. Organised by DHTG, the International Stage Technology Conference will be an integral part of Stage|Set|Scenery, and in addition to an international symposium comprises lectures, workshops, seminars, round tables and presentations, offering an ideal opportunity to find out about current and future developments within the industry.

[www.stage-set-scenery.de](http://www.stage-set-scenery.de)

## **tools Berlin 2015**

**16 and 17 June**

As at the successful first event which took place in May 2014 the focus at the second show is on web-based applications that provide intelligent solutions for digitising business processes. The focus will be on companies and SMEs who have high information needs due to the digital revolution. In addition to key topics dwelling on the digital transformation of the workplace the programme of conference events is scheduled to include 10 Success Stories and 16 Power Testing Workshops. The Success Stories will be devoted to reference customers relating their experiences with web-based solutions from individual providers. At the Power Testing Workshops participants can test demo versions under live conditions and subsequently ask questions.

69 exhibitors and around 1,000 visitors took part in the first event. 16 startups were represented in the Rising Star Area and five companies in the Crowd Area. At the 'Best in eCommerce' Awards prizes were awarded in 18 categories. [www.tools-berlin.de](http://www.tools-berlin.de)

## **YOU Berlin 2015**

**3 to 5 July Berlin**

YOU Berlin is a leading event representing youth culture and is organised by Messe Berlin. It is divided into two major sections: adventure events under the heading of music/sports/lifestyle and the education/career/future section. In 2015 YOU will be taking place in Berlin for the seventeenth time. From 3 to 5 July, in addition to seeing outstanding bands and new exhibitors visitors can find out about lifestyle trends and try out the latest types of sport. They can also obtain tips and information about future careers. YOU also deals with the topics of social responsibility, integration, environmental and climate protection as well as responsible consumer behaviour. Since 2014 YOU has been taking place twice a year, in the summer months in Berlin and in November in Dortmund.

[www.you.de](http://www.you.de)

## **ASIA FRUIT LOGISTICA 2015**

### **2 to 4 September**

Asia's Market for fresh produce and vegetables is a growth market and ASIA FRUIT LOGISTICA offers exhibitors and trade visitors the opportunity to exploit this vast potential. Asia's only trade fair specialising in commerce with fresh produce and vegetables takes place annually in September at Asia World Expo Center in Hong Kong. Companies from around the world representing the entire value chain make use of the business opportunities this region offers and make ASIA FRUIT LOGISTICA the focus of their marketing activities in Asia.

2014 was a record year for ASIA FRUIT LOGISTICA, with 8,100 decision-makers from 64 countries visiting the fair in Hong Kong. The number of exhibitors rose to 478 companies, marking an increase of 28 per cent.

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

## **IFA 2015**

### **4 to 9 September**

IFA is the world's leading trade fair for consumer electronics and home appliances. Launched in 1924, it is one of Germany's longest-established trade fairs and takes place annually on the Berlin Exhibition Grounds. It provides companies and the industry with an opportunity to exhibit their products and technical innovations from the worlds of consumer electronics and home appliances to the retail trade and the broader public. With orders totalling around four billion euros it has now become the main meeting place for these industries. Global trends such as networking, wearables and further improvements in the images and sound produced by digital TV and hi-fi systems continue to drive the markets forward. IFA will take place on the Berlin Exhibition Grounds (Expo Center City) from 4 to 9 September 2015.

[www.ifa-berlin.de](http://www.ifa-berlin.de)

## **CMS 2015 Berlin – Cleaning. Management. Services.**

### **22 to 25 September**

The International Trade Fair for Cleaning Systems, Building Management and Services, Europe's leading cleaning trade fair of the year, awaits exhibitors on the Berlin Exhibition Grounds from 22 to 25 September 2015. Taking place at Berlin ExpoCenter City, CMS 2015 will provide a comprehensive overview of the cleaning industry's range of products and services. All the leading manufacturers of cleaning machines and equipment as well as cleaning, care and disinfectant products are expected to be in the German capital. Taking place over a period of four days, the fair will be accompanied by an extensive supporting programme. The high point is the International CMS Congress which is attended by senior cleaning industry representatives from around the world. More than 350 exhibitors will be exhibiting their products to over 16,000 trade visitors from around 65 countries on a display area covering more than 24,000 square metres.

## **MOTORWORLD Classics Berlin 2015**

**8 to 11 October**

From 8 to 11 October 2015 a new exclusive show exhibiting classic cars will be taking place for the first time in the historical display halls of Berlin ExpoCenter City: its name is MOTORWORLD Classics Berlin. The target audience is primarily leading car traders and buyers from Germany and abroad as well as members of the classic car scene specialising in high-quality and sought after classic cars and accessories. The show welcomes everybody for whom classic cars and collectors' cars are more than simply a way of getting from A to B. The aim will be to firmly establish MOTORWORLD CLASSICS as the new event for classic cars. The concept of this new show, which is scheduled to take place annually in the autumn, and the choice of location in Germany's capital, Berlin, is on a par with the high demands placed on the MOTORWORLD region in Stuttgart, which is open the whole year round. For more information: [www.motorworld-classics.de](http://www.motorworld-classics.de), [www.motorworld.de](http://www.motorworld.de)

## **ITB Asia 2015**

**21 to 23 October**

ITB Asia is Asia's leading travel trade show which not only caters for the tourism market but also for business travel and the MICE sector (meetings, Incentives, conventions and events). Annually, hundreds of exhibitors from the Asia-Pacific region, from Europe, North and South America, Africa and the Middle East exhibit their products and services in Singapore. Since 2008 exhibitors from every sector of the travel industry have been represented here. Destinations, airlines and airports, hotels and resorts, theme parks and attractions, inbound tour operators, domestic DMCs, cruise

operators, spas, event locations and other conference venues as well as travel technology companies successfully make use of this platform to do business. With its outstanding programme of conference events ITB Asia has become an indispensable knowledge platform for the Asian travel industry and at the same time a meeting place for politicians, economic decision-makers and experts. ITB Asia takes place from 21 to 23 October 2015 in Singapore.

[www.itb-asia.com](http://www.itb-asia.com)

## **Bazaar Berlin 2015**

**18 to 22 November**

Launched 52 years ago as 'Partners for Progress', this long-standing consumer exhibition for quality handicrafts has new surprises in store at every event. In 2014 it welcomed visitors under its new name, 'Bazaar Berlin', for the first time. It also sets trends on another level. Thus a new trade fair section on the topic of fair trade debuted last year. Following exhibitors' and visitors' positive reactions to the FAIR TRADE MARKET this section is set to expand in 2015.

In November 2015 more than 500 producers of goods and traders from around 60 countries are expected to gather on the Berlin Exhibition Grounds where they will be exhibiting quality handicrafts, carpets, basketware, music instruments, ethnic and designer jewellery, natural cosmetics, exceptional fashion creations, accessories and much, much more. Every year Bazaar Berlin attracts around 40,000 visitors from Germany and abroad.

[www.bazaar-berlin.de](http://www.bazaar-berlin.de)

## **BOAT & FUN BERLIN 2015**

**26 to 29 November** / GALA Night of the Boats on 25 November

For anyone who enjoys their spare time either in or on the water BOAT & FUN BERLIN 2015 - The Whole World of Boating and Outdoor Sports - is the place to be. From Thursday to Sunday, over a period of four days, more than 700 exhibitors will be displaying their water sports and water tourism products in twelve halls. In recent years BOAT & FUN BERLIN has attracted a growing number of international exhibitors and offers visitors the chance to take part in, experience and test water sports activities for themselves. The Berlin boating exhibition is among Europe's leading exhibitions with a huge selection of small and medium-sized motorboats of up to ten metres in length.

[www.boot-berlin.de](http://www.boot-berlin.de)

## **HIPPOLOGICA 2015**

**10 to 13 December**

HIPPOLOGICA Berlin is the capital's leading equestrian event, attracting around 20,000 visitors from the Berlin/Brandenburg region and Germany's eastern regions to the Berlin Exhibition Grounds. From 10 to 13 December 2015 it will once again be opening its doors to welcome equestrian sports enthusiasts and horse lovers. Over a period of four days the event will host a unique combination of major sporting events, shows, while also offering shopping opportunities. Naturally, the programme also includes numerous training demonstrations, seminars and up-to-the-minute information on equine health. And it is not just horse experts who benefit from this event. A wide range of activities and all kinds of action in the riding ring guarantee quality entertainment for riding enthusiasts and enterprising families. The outstanding range of shopping opportunities provided by exhibitors satisfies every equestrian enthusiast's desires, and includes everything from horse feed, care products to stable supplies.

[www.hippologica.de](http://www.hippologica.de)

## **About Messe Berlin**

In 2014, marking a new turnover record of more than 265 million euros, Messe Berlin concluded its most successful financial year in the company's entire history. Based on turnover and growth, Messe Berlin is among the world's ten leading trade fair companies operating their own exhibition grounds. The company's wide-ranging portfolio includes five global brands: the International Green Week Berlin, ITB Berlin / ITB Asia, IFA, InnoTrans and Fruit Logistica Berlin and Hong Kong. In addition to its in-house workforce of more than 700, through its activities Messe Berlin secures employment for around 25,000 people. As such, Berlin and Brandenburg are among the largest employers as well as a driving force of the local economy and tourism. Every year 30,000 media representatives from Germany and abroad report on events in Berlin. In terms of the media coverage it attracts Messe Berlin is one of the capital's most important ambassadors.

[www.messe-berlin.de](http://www.messe-berlin.de)