



Partner country Polen

International Green Week 21 – 30 January 2011

NEWS

Be part of the diversity!

Join us as we look forward to International Green Week 2011! This event has been a perennial favourite now for **85 years** – ever since 1926. What began as a commodity exchange underwent constant development over the following years. International Green Week has grown to become a globally unique get-together of exhibitors and experts from the food industry, horticulture, agriculture and forestry. More than 1,600 national and international exhibitors will transform the Berlin exhibition grounds surrounding the famous radio tower – also built in 1926 – into a fascinating world of discovery. The anniversary event features over 100,000 culinary delights and more than 20 stages where you can watch celebrities from the world of sports, politics and society cook up a storm. More than 30,000 flowers will help you chase those winter blues and 6,000 animals will lift your spirits. International Green Week promises once again to be an event of superlatives. With **Poland** as this year's **partner country**, we will be presenting a nation with an outstanding tradition in both agriculture and tourism. We look forward to the best that our neighbouring country has to offer. International Green Week 2011 is shaping up to be more diverse than ever. Features include the Event Farm, the special exhibition "Power for Life", nature.tec, the Bio Market, Fair Trade, the domestic animal segment with its own discovery zone, international guests and presentations by Germany's federal states. You'll love the emotional highlights in the flower hall and animal hall, which are returning in 2011. The focus on infotainment is present in all aspects of the IGW. International Green Week remains unique in the international trade fair landscape and continues to fascinate visitors in one of Europe's most popular cities.

Review

International Green Week Berlin 2010 was a huge success with 1,600 exhibitors **from 56 countries** contributing to the global atmosphere. The high attendance figures of the previous year were repeated in 2010 (just over 400,000 visitors). Well over 200 top-ranking national and international politicians attended the trade fair. Nearly 50 foreign ministers of agriculture were in Berlin to attend the GFFA, Global Forum For Agriculture.

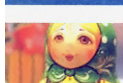
Three German federal ministries were represented in 2010, demonstrating the scope of the individual theme segments. The ministries in attendance included the BMELV (Federal Ministry of Food, Agriculture and Consumer Protection), the BMF (Federal Ministry of Finance) and the BMZ (Federal Ministry for Economic Cooperation and Development).

Worldwide news coverage was provided by 5,000 media representatives from 70 countries. The event's high media profile is illustrated by 10,000 articles in the German daily and business press, 700 reports on television and 1,800 on the radio.





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Food Industry

The agricultural and food industries are increasingly confronted with the concept of a **WORLD AGRICULTURAL MARKET**. This is why more than 50 countries use the opportunities at International Green Week to present their products in a unique atmosphere. Along with these foreign countries, eight of Germany's federal states – Brandenburg, Mecklenburg-Western Pomerania, Bavaria, Schleswig-Holstein, Saxony-Anhalt, Lower Saxony, Saxony and Thuringia – will be joining the competition. 13 Federal States will be organising a joint stand, the "Federal States Hall", in Hall 20. The 14th **BIO MARKET** confirms the rapidly growing importance of the organic foods business, and **FAIR TRADE** will again form a part of the exhibition, following its debut in 2010.

Power for life – nutrition and exercise is the theme for the promotional space sponsored by the BVE, BLL and joint partners. These organisations are presenting an interesting programme of events primarily for children and adolescents.

Agriculture and Forestry

Agriculture will take on a more significant role at International Green Week 2011. The Event Farm will feature the many different aspects of farming with an exhibit covering 6,000 m².

Taking place from **21-23 January** is the **3rd Federal Sport Pony Stallion Show** with 100 animals. The **2nd Federal Uckermärker Beef Cattle Show** with approximately 50 animals will take place from **28 - 29 January 2011**.

The **Society for the Conservation of Old and Endangered Livestock Breeds (GEH)** will present a special exhibit focusing on a variety of different breeds. Limpurg cattle are this year's endangered domestic livestock species.

The **5th Berlin-Brandenburg Indoor Carriage Racing Championships** will take place in Hall 25 on **30 January**. Along with **agricultural technology**, alternative sources of

income will be featured in presentations focusing on **farm holidays** (including ranch guesthouses) and **direct marketing**. The **Federal Ministry of Food, Agriculture and Consumer Protection** will be presenting an exhibit in Hall 23a entitled "Quality of life for a better future – Sustainable, innovative and diverse".

In Hall 21b, the Ministry and several federal states and institutions will present **Life's Dream Village**, a special show focusing on life, work and leisure activities in rural areas.

With **nature.tec** in Hall 4.2, International Green Week 2011 will have an entire exhibition hall dedicated to **bio-energy** and **renewable raw materials**.

Horticulture

A main attraction for florists and hobby gardeners at International Green Week for many years, the flower hall is packed with unique exhibits. Where else can you see more than 30,000 flowers in bloom in mid-January? The Berlin Gardening Association promises to attract gardeners and many other visitors with a series of special exhibits next door in Hall 9c.

Professional supporting programme

21/22.01. Professional and regional events in conjunction with the Global Forum for Food and Agriculture – Berlin 2011 (BMELV, SenWiAF, MB, GTZ, DBV, BVE, OA, DLG)

22.01. International Agricultural Ministers' Podium (BMELV, SenWiAF, MB)

22.01. International Business Podium (BMELV, SenWiAF, MB, GTZ, DBV, BVE, OA, DLG)

22.01. Berlin Agricultural Ministers' Summit (BMELV)

24/25.01. Biofuel Congress (BBE)

26/27.01. Future Rural Development Forum (BMELV)

Congress Forum

From 21-28 January, the Congress Forum presents a series of special events focusing on education and training, plants, animals, agrarian marketing, public relations, agricultural/consumer protection policies and ecological farming.

Further Information

www.gruenewoche.com

Hours:

Open daily from 10.00 am to 6.00 pm

and from 10.00 am to 8.00 pm on Sunday, 22.01, Friday, 28.01 and Saturday, 29.01.11

Hotel reservations:

HRS – Hotel Reservation Service Support and assistance from hotel professionals. Please use the travel service on the IGW website: www.gruenewoche.com

Berlin information:

Berlin Tourismus Marketing
Tel. +49 30 25 00 25
Fax: +49 30 25 00 24 24
E-mail: information@btm.de
www.visitberlin.de

Public transport:

S-Bahn stations:

Westkreuz, Messe-Nord/ICC and Messe-Süd are within a short walking distance to the new main entrance (south) between Halls 1 and 2

U-Bahn stations:

Theodor-Heuss-Platz and Kaiserdamm.

Bus lines:

104, 139, M49, X49, X34

Car park:

At the Olympic Stadium with free shuttle services to the north and south entrances.

Travel coaches:

Disembarkation in front of Hall 1, parking available nearby on Heerstrasse

Valid as of: 08.07.2010