

Partner



International  
Green Week Berlin  
20–29 January 2012



MORE THAN  
YOU EXPECT.



 Messe Berlin



## MORE INDULGENCE FOR ALL THE SENSES

The convergence of food, gardening and agriculture presents a unique variety that can only be found at International Green Week in Berlin! This year ca. 415,000 visitors were thrilled by 1,632 exhibitors from 57 countries. Be there in 2012 and indulge your senses!

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### 2012 PARTNER COUNTRY: ROMANIA

Romania, the official partner country of Green Week 2012, will get you excited: Discover unexpected natural treasures, impressive culture and traditional costumes. Romania also has many culinary specialties, including hearty stews, tender dishes of wild game and fine wines. Start looking forward to Romania's highlights!

## MORE OFFERS UNDER ONE ROOF

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ORGANIC MARKET

LIVESTOCK

RETAIL

GARDENING SUPPLIES

POWER FOR LIFE – ENJOYING FOOD

KITCHEN AND HOME APPLIANCES

FISH

FAIR TRADE

HUNTING & SPORT FISHING

COUNTRIES

PETS

HERBS, SPICES & TEAS

EVENT FARM

LANDS OF GERMANY

PRODUCT MARKET BEER

CULINARIUM – WINES OF THE WORLD

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## MORE EXPERIENCES FOR VISITORS

Green Week is a drawing card for hundreds of thousands of experience-hungry visitors. Every year the trade fair fascinates anew with a unique mix of indulgence and adventure. Don't miss out on this special opportunity!

### EXTRAORDINARILY DIVERSE

Communication and entertainment at Green Week have very important roles. In 2012 numerous politicians and celebrities will once again be invited to discussions and shows. Celebrity chefs will reveal interesting tips and tricks on many event-stages. Let yourself be surprised!

### HIGHLIGHTS FOR VISITORS

- Hall of Flowers
- Event Farm
- Power for Life – Enjoying Food
- Organic Market, Fair Trade
- nature.tec, Specialized Show for Bio-Energy and Renewable Materials
- Pet World
- Hall of Animals



## MORE SUCCESS FOR TRADE VISITORS

International Green Week is the industry's most important trade fair – it offers trade visitors the opportunity to have discussions with exhibitors and close important deals. In 2011 over 100,000 trade visitors made valuable contacts for the future.

### HIGHLIGHTS FOR TRADE VISITORS

- Global Forum for Food and Agriculture (GFFA):
  - International Agriculture Minister Podium
  - Berlin Agriculture Ministers' Summit
  - International Business Podium
  - Expert Discussions
- Biofuels
- German Livestock Shows
- Fresh Meat Forum
- Expert Agribusiness Forums
- Futures Forum for Rural Development
- Event Farm
- Power for Life – Enjoying Food
- Consumers and Agriculture – Sharing Responsibility for People, Animals and the Environment



## MORE KNOWLEDGE PER CLICK

At [www.greenweek.de](http://www.greenweek.de) you can find information about exhibitors, events and special exhibitions as well as helpful tips about coming to Berlin – and you can also avoid the lines by buying your tickets online. Have a look – it's worth your while!

### OPTIMALLY INFORMED

Our communication and information platform, the Virtual Marketplace®, provides you with all the important data about participating companies and special offers well in advance of the actual start of Green Week.



## MORE BERLIN FOR EXPLORERS

After an eventful visit to Green Week, Berlin offers the perfect finish to the day, with numerous restaurants, bars and clubs. Have an exciting time in the German capital!

### BERLIN INFORMATION

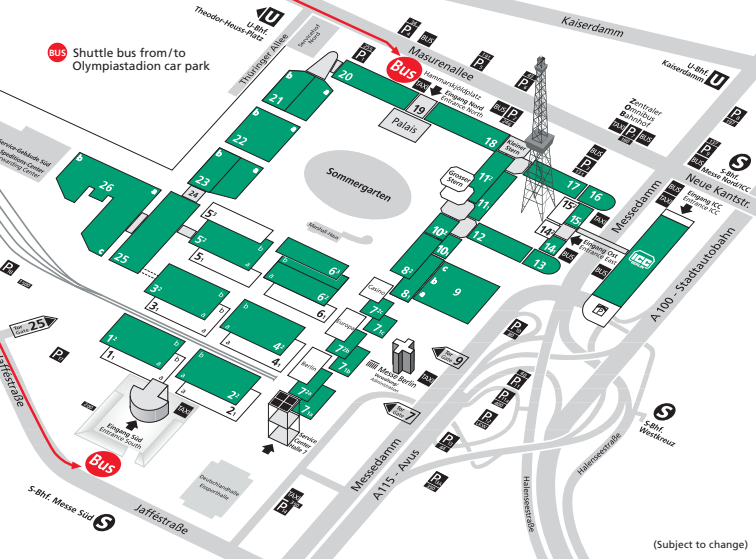
[www.berlin.de](http://www.berlin.de), [www.berlinonline.de](http://www.berlinonline.de),  
[www.visitberlin.com](http://www.visitberlin.com) or  
Telephone +49(0)30/250025

### HOTEL RESERVATIONS

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

### EXHIBITION GROUNDS

The centrally-located exhibition grounds are easily reached with public transportation. Or, if you're traveling by car, there is additional parking at the Olympic Stadium – and a free shuttle bus which brings you directly to the North and South Entrances of the exhibition grounds.



(Subject to change)

# MORE ORIENTATION FOR EVERYONE

## OPENING HOURS

20–29 Januar 2012,  
10:00 am to 06:00 pm daily

Saturday, 21 January

Friday, 27 January

Saturday, 28 January

10:00 am to 08:00 pm

## INTERNET

No standing in line! Buy your tickets here: [www.greenweek.de](http://www.greenweek.de)

## TICKET PRICES \*

12,- € for a one-day pass

10,- € for a group ticket  
(min. 20 people)

26,- € for a family ticket  
(max. 2 adults +  
3 children up to  
14 years old)

8,- € for a student one-day pass

8,- € for a Happy Hour pass  
(daily, from 02:00 pm)

10,- € for the sunday ticket

\* Subject to change without notice

Thematic Sponsors

**DBV** German Farmers' Association

**BVE**

The Federation of  
German Food and  
Drink Industries (BVE)

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