



90 years of the International Green Week

Morocco becomes the first partner country from Africa at the leading trade fair for agribusiness.

The International Green Week Berlin is among the oldest-established trade fairs in the city as well as one of the best-known events in all of Germany. In 2016 it can look back on 90 eventful years, when the doors will open at the Green Week for the 81st time. Originally just a local product mart, it has now grown into the world's largest consumer show for agriculture, food and horticulture. Since 1926 around 85,000 exhibitors from 128 countries have presented their wide-ranging products from all over the world to over 32 million trade visitors and to the general public.

Next year from 15 to 24 January this special anniversary will be celebrated together with a special partner country.

The choice of Morocco means that for the first time an African nation will be the partner country of the world's largest consumer exhibition for agriculture, the food industry and horticulture. Next year the Kingdom of Morocco, a modern state in Africa's north-west, will be represented for the 49th time.

Messe Berlin expects more than 1,600 exhibitors from around 70 countries and over 400,000 trade visitors and members of the general public to attend the forthcoming Green Week. Dr. Christian Göke, CEO of Messe Berlin GmbH said, "Besides displaying a wider selection of regional specialities than any other trade fair the Green Week presents a global overview of food market products from all over the world".

The programme of conference events will focus in particular on the Global Forum for Food and Agriculture 2016 (GFFA) which takes place from 14 to 16 January. Around 70 ministers of agriculture, deputy ministers and high-ranking members of the food and farming industries are expected to attend.

8th Global Forum for Food and Agriculture

International conference on "How to feed our cities agriculture and rural areas in the age of urbanization" will be held from 14 to 16 January 2016 in Berlin. Taking as its slogan "How to feed our cities agriculture and rural areas in the age of urbanisation", the 8th Global Forum for Food and Agriculture (GFFA) will be gathering key international players representing industry, politics, science and society. From 14 to 16 January 2016, parallel with the International Green Week (15 to 24 Jan.), the world's leading agricultural policy conference will be taking place which is organized by the Federal Ministry of Food and Agriculture (BMEL). ♦

