

## German Trade Shows -- Market & Promote Your Industry

German trade shows are great for any business. You can participate or attend one locally for whatever you need. Whether products or services, trade shows in Germany cover a lot of different areas.

If you have a product that needs exposure, want to expand your sales or introduce something new, a trade show should be your pick. And in Germany there are a wide variety of shows, certainly one that will fit the bill for you.

If you are coming from the US, you'll find the US Commercial Service will assist you in participating.

Trade fairs will present your company in a good light and encourage clients to use your product or service.

### Leading Trade Shows In Germany

An example of one of the most popular of German trade shows is **CeBIT** in [Hanover](#). It is the largest and most influential of all IT and telecommunications trade shows held annually in March.

- Go to [CeBIT Hanover](#)

While CeBIT is most popular in telecommunications, another major trade show is the world's largest International Motor Show or the **IAA** (*Internationale Automobil-Austellung*). This takes place in in two places — in even numbered years the fair is held in [Hanover](#) showcasing commercial vehicles, and in odd numbered years it is held (and more popular) in [Frankfurt am Main](#) showcasing cars and motorcycles. Here, you'll find economical vehicles presented as well as low-emission ones, as these, of course, are in high demand.

- Go to [IAA Frankfurt & Hanover](#)

Of all sporting goods trade shows in Germany, or Europe for that matter, the **ISPO** in [Munich](#) in February is the leader, providing a wide range of sports equipment and apparel. You should participate if this is your industry. If looking for the latest in sporting goods, just attend and find out the most recent releases.

- Go to [ISPO Munich](#)

The world's largest travel trade show is in [Berlin](#) in March each year. The **ITB** (*Internationale Tourismus-Börse*) Berlin is where the world of the travel industry meets. Anyone who wants to find the best news on the most lovely travel destinations should attend. 160,000+ come each year to

the ITB Berlin.

- Go to [ITB Berlin](#)

No aviation enthusiast would miss the **Aircraft Interiors Expo** in [Hamburg](#). This trade show is the launching pad of all the latest in design, as well as in-flight entertainment and services. Plenty of networking opportunities at this show as well while you enjoy three days of innovations.

- Go to [Aircraft Interiors Expo Hamburg](#)

Another outdoor sporting and hunting trade show, a leading exhibition worldwide, is the **IWA & Outdoor Classics** show that takes place in [Nuremberg](#). It's the perfect setting for manufacturers showing off their guns, fishing and shooting equipment and accessories, and even hunting vehicles.

- Go to [IWA & Outdoor Classics Nuremberg](#)

The world event for the international medical market is the **MEDICA** trade show. This occurs in [Düsseldorf](#) each year. The center of attraction for those in health services, it attracts over 137,000 visitors every year. They usually have more than 4,000 exhibitors, which makes it the strongest medical trade fair worldwide.

- Go to [MEDICA Düsseldorf](#)

## More German Trade Shows

Just to give you an idea, some other popular German trade shows are...

**Frankfurt Book Fair** (*Frankfurter Buchmesse*), world's largest trade fair for books held in October.

- Go to [Frankfurt Book Fair](#)

**Leipzig Book Fair** (*Leipziger Buchmesse*), another very huge book exhibition held in [Leipzig](#) in March.

- Go to [Leipzig Book Fair](#)

**IGW** (*Internationale Grüne Woche*) Berlin — the International Green Week, the world's largest trade fair for food, agriculture and horticulture, held every year in January.

- Go to [Green Week Berlin](#)

**IFA** (*Internationale Funkausstellung*) Berlin — the International Radio Exhibition, one of the world's largest trade show for consumer electronics.

- Go to [IFA Berlin](#)

**Drupa**, which takes place every four years in May in Düsseldorf, is the world's largest trade show for printing equipment.

- Go to [Drupa Düsseldorf](#)

**Ambiente** held in February in Frankfurt, the world's largest consumer goods trade show.

- Go to [Ambiente Frankfurt](#)

**Achema** in Frankfurt, a huge chemical processing trade show. It is, in fact, the world's largest fair on chemical engineering, environmental protection and biotechnology.

- Go to [Achema Frankfurt](#)

**Boot**, the International Boat Show, is the world's largest water sport exhibition held annually in January in Düsseldorf.

- Go to [Boot Düsseldorf](#)

**Heimtextil** in [Frankfurt](#), the world's largest textiles trade show held in January.

- Go to [Heimtextil Frankfurt](#)

**Infa** (*Informationsmesse für Familien*) — Germany's largest family experience and shopping exhibition held annually in October in Hanover.

- Go to [Infa Hanover](#)

There are many others, covering the floor covering industry, the gaming industry, pets,... You name it, there's a trade show. ;-)

Trade fairs in Germany give you such opportunity, no matter if you've been in your industry for decades or just starting out. You can meet others in your field, compare notes, and most of all, market your innovative ideas and find new customers.

German trade shows are ideal for promotion, and have been used for ages by corporations and small companies alike. Germany is a great place for expansion and prosperity, and you should take

advantage of every way to increase your revenue.