



FOOD
INNOVATION
CAMP

EXPO · CONFERENCE · MATCHMAKING · PITCH · SHOW KITCHEN

23rd JUNE 2025



FOOD INNOVATION CAMP 2025

The quick facts about Germany's most important industry get-together:

- **B2B event** at the Hamburg Chamber of Commerce since 2017, on Monday, June 23, 2025
- **1300+ trade visitors** from retail, food service/hospitality, wholesale, press and investment
- **Popular visitors** from politics and sport
- **End consumer visitors** from the afternoon with the after-work ticket
- **Very high density of decision-makers** with a relatively low number of exhibitors: many opportunities and enough time to meet most decision-makers



EXPO

- **90 exhibitors**
- **Premium setting** in the Hamburg Chamber of Commerce: marble floor, 20m high ceilings, lots of light
- **4 sqm space** for start-ups, without partition walls
- **Electricity access:** furniture can be booked in addition
- **Preparation and tasting are very welcome!** No frying, open flames or soot formation during cooking
- **Selling possible**



Watch [the video](#) about the 2024 event here



CONFERENCE

- **Main stage** at the Chamber of Commerce with presentations and panel discussions
- **Relevant topics** for start-ups
- **Many well-known faces** from trade, investment, sport, politics and TV







Matchmaking

- **Discussion partner wishes** from you, selected from our guest lists. One of those wishes will become the discussion partner..
- **1 chat**, 15min

Speed Dating

- **Select segment:** Investment, Food Service or Retail
- **We will allocate you with 4 discussion partners** based on our selected segment
- **4 chats** subsequently, each 10min (total 40min)





Pitch Stage

- **Live Pitch** on stage in front of live audience
- **3 jurors**, mostly from investment and/or trade
- **Live tasting** and feedback
- **Pitch and Q&A** together about 10min

Media package

3 strong services:

- **Editorial pre-reporting** - we announce you via a collective article on our platform
- **Advertising on TV screens** on site at the event
- **Joint Instagram story via our channels** - we come by your booth



OUR REGULAR VISITORS INCLUDE **RETAIL,** **PRESS AND INVESTORS...**

foodfriends, Proveg Incubator, alnatura, womenshealth, Görtz Bäckerei, Bio Company, harderreform, Cinemaxx, Bio Company, Superbude, Süllberg, Netrocks // Startup Niedersachsen, Lidl, EDEKA Struve, Lekkerland, Gruner+Jahr, Dennree, foodregio SH, Exbox (Lidl), Rossmann, EDEKA Hafencity, Transgourmet, QVC, REWE Nord, gategroup, dm, Block Gruppe, Oysterbay, Tank& Rast, SevenVentures, foodservice, CHEP, HIT, Rewe To Go, Bundesministerium für Wirtschaft, Koro, Grell, HWWI, Bitburger Ventures, Edeka Niemerszeim, LSG Group, Hermman's, ZINTIUS, Evolution 4 Food, Astanor Ventures, Futury GmbH, Square One Foods, Dohle Handelsgruppe, Service GmbH & Co. KG, SPAR Österreich, Fresh Nuts GmbH, ENSO eCommerce, SevenAccelerator, Auxxo, tegut, Beiersdorf, Viva con agua, HHLA, OMR, KPMG, Jung von Matt, TECH GmbH, Die Grünen, Hamburg Invest, Montblanc, Easymotion Fitness, east Group, Reformhaus Vitalia, Food News Germany, Foodschau, Ponnath, Reformhaus Engelhardt, Alecobio, Bünting, Markant, Frischeparadies, Tchibo, Szene Hamburg, Capacura, Budni, ProVeg, Göbber, Eatsmarter, Lebensmittelzeitung, BayWa AG, Chefkoch.de, Stern Wywiol, Servicebund, Radisson blu, Penny, EIT Food, European Circular Economy Fund, Katjes Greenfood, Bauer Media, Naturkost Nord, mventures, Deutsche Bahn, TEC / Burda, hellofresh, prizeotel, EDEKA Foodservice, Avocado Store, Tjadens, A-ja Grömitz, Aldi Süd, Gekko Group, Roomers, myenso, BUGA, green lifestyle group, Green Generation Fund, Compass Group, Fresh Food Services (FFS), Drinks&More, Die Höhle der Löwen, / Sony, flink, Döhler, Farmy, L'osteria, 5 Season Ventures, Seven Accelerator (Pro7Sat1), Whole Foods Market, Galeria, REWE Süd, REWE Stani, Ankerkraut, CERES Capital, THE FONTENAY, DS Invest, Melia.com, DFS Dewender Food Service, Superbude, Darboven, Madison Hotel, Eisenhardt Consulting UG, Enchilada Group, Aramark, Kitchentown, TUI Cruises, Primera Beteiligung, Globus

As well as various angel investors and influencers.

THE MOST IMPORTANT INDUSTRY REPS...

Our regular trade visitors include industry leaders from the food service, wholesale and catering sectors

Every contact offers high sales potential with large purchase volumes



Supplies over 30,000 restaurants and hotels in Germany.



Catering for large events and trade fairs with thousands of guests every year.



Leader in system catering with numerous franchise partners.



Hospitals and universities throughout Germany



Catering for various airlines



Commercial kitchens and caterers, 160+ hotels in Germany



Millions of corporate offices and schools supplied daily



Supplies thousands of commercial kitchens and restaurateurs every day



Catering services for thousands of business and industrial customers



Supplies thousands of passengers on cruise ships



Retirement homes and hospitals: over 1.3 million people every day



Supplies millions of food retail and food service customers every year



Employee catering for 37K employees



Market leader in wholesale for the catering and hotel industry



Catering for hospitals, companies and public institutions



Catering for companies, educational and healthcare facilities



More than 50 restaurants in Germany and other system catering outlets.



Cruise ships with thousands of passengers per voyage supplied



Catering for hospitals, schools and companies



Leading supplier of raw materials for the food industry



Supplies almost 100K POS annually, including petrol stations and kiosks

Also: L'Osteria, Lufthansa, WISAG, BASF and several individual restaurateurs