



FOOD INNOVATION CAMP

EXPO · CONFERENCE · MATCHMAKING · PITCH · SHOW KITCHEN

JUNE 22nd 2026



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 22, 2026
- **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 videos of the 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

- **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 Niemerszei, 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



Supplies over 30,000 restaurants and hotels in Germany.



Hospitals and universities throughout Germany



Millions of corporate offices and schools supplied daily



Catering services for thousands of business and industrial customers



Retirement homes and hospitals: over 1.3 million people every day



Employee catering for 37K employees



Catering for companies, educational and healthcare facilities



Catering for hospitals, schools and companies



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



Catering for various airlines



Market leader in wholesale for the catering and hotel industry



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



Leading supplier of raw materials for the food industry



Leader in system catering with numerous franchise partners.



Commercial kitchens and caterers, 160+ hotels in Germany



Supplies thousands of commercial kitchens and restaurateurs every day



Supplies thousands of passengers on cruise ships



Supplies millions of food retail and food service customers every year



Catering for hospitals, companies and public institutions



Cruise ships with thousands of passengers per voyage supplied



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

Every contact offers high sales potential with large purchase volumes

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

BECOME EXHIBITOR!

Put together your show!

With a booth, with additional modules, or discounted in a bundled package.

STARTUP BOOTH PACKAGE

- **4m² Booth**
- **Mini-Portrait** in the printed Trade Fair Magazine
- **3 Exhibitor-Tickets**

990 €

ALLROUNDER PACKAGE



Startup Booth Package

+



Moduls

Speed Dating,
Matchmaking &
Pitch Stage

1.850 €

Instead of 2.245 €

MODULS

ADDITIONAL BOOKINGS

- **Media Package**
600 €
- **Speed Dating**
490 €
- **Matchmaking**
275 €
- **Pitch Stage**
490 €

All prices exclude VAT 

FIC WARM-UP

Preparation is everything!

With the right communication, we make you visible, relevant, and ready for camp.



The logos shown are for example purposes only.



Pre-Lookbook (400 €)

- Your startup in our **digital catalog**
- Visible to over **200 decision-makers** from retail, food service, and investment
- **Contact details shared** if the decision-maker is interested



Inspiration Box (950 €)

- **Upfront Presentation:** Your product sent directly to 8 buyers or investors selected by you

Included:

- **Product Shipping**
- **Pitch Video**



Editorial Package (950 €)

- **Editorial Feature:** Presentation of your startup in a Feature Article
- Visibility in our **Newsletter**
- Large Audiences via **LinkedIn & Instagram**



systematic
Visibility-Boost

before- and during
the event!

1.650 €

Instead of 2.300 €

All prices exclude VAT

EVERYTHING AT A GLANCE

FROM PREPARATION TO EVENT

Put together your own customized Food Innovation Camp – with flexible modules and attractive packages.

WARM-UP PACKAGE

Module

Pre-Lookbook,
Inspiration Box &
Editorial Package

1.650 €

Instead of 2.300 €



ALLROUNDER PACKAGE



Startup Booth Package

+



Moduls

Speed Dating,
Matchmaking &
Pitch Stage

1.850 €

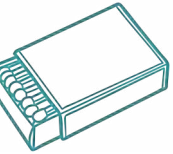
Instead of 2.245 €

+ WARM-UP PACKAGE: 3.500€



MODULS

- **Social Media Package**
650 €
- **Pre-Lookbook**
400 €
- **Inspiration Box**
950 €
- **Editorial Package**
950 €
- **Startup Booth Package**
990 €
- **Media Package**
600 €
- **Speed Dating**
490 €
- **Matchmaking**
275 €
- **Pitch Stage**
490 €



BEFORE



DURING

All prices exclude VAT

ARE YOU IN?

Simply scan the QR code and register

We will then work with you to put together your FIC — tailored precisely to your needs.



OR AT

foodinnovationcamp.de/event-eng/become-exhibitor/#apply