

Future meets neighbourhood: BESTIVAL 2025 makes Berlin a hotspot for the international event industry

- **From 3 to 4 July, Berlin will present itself for the fourth time to around 500 national and international event experts**
- **The business festival is a destination's biggest showcase event**
- **Berlin as a stage for diversity, creativity and forward-looking ideas**

Berlin, 9 April 2025 On 3 and 4 July 2025, Berlin will once again be the stage for the BESTIVAL, the business festival for the national and international events industry. BESTIVAL is the world's largest showcase event for a destination and is taking place in the capital for the fourth time. 500 trade visitors are expected to attend this extraordinary event, which will showcase Berlin as a meeting destination. For two days, Berlin will show event planners its creative, sustainable and surprising side with keynotes, workshops, networking and city experiences.

"At BESTIVAL, we make Berlin's energy tangible - and show how effective personal encounters and business events can be. At the same time, we present Berlin as an innovative, sustainable and reliable congress and event destination," says Marco Oelschlegel, Director Conventions at visitBerlin - Berlin Convention Office. This year's BESTIVAL will focus on the three themes of "Sustainability", "Community" and "Innovation". The event format is organised by visitBerlin in cooperation with the industry associations visitBerlin Partnerhotels, BEN Berlin Event Network and the Senate Department for Economics, Energy and Public Enterprises.

Keynotes, neighbourhood and creativity

On the first day of the event, participants will discover the breadth of Berlin's provider landscape in the central event area of the Alte Münze. Exciting workshops and panel talks in the former mint invite participants to exchange ideas about new trends from Berlin and best practices. The BESTIVAL keynotes provide food for thought. Mariana Oleskiv (former Chairwoman of the State Agency for Tourism Development of Ukraine), Dr Pop (music comedian), Amira Gutmann-Trieb (Cluster Manager at Berlin Partner for Business and Technology GmbH) and Sarah Sommerauer (CEO & Founder of Sustainable Events Academy) will bring fresh perspectives to the stage. It's not just about the future of the event industry - it's also about attitude, creativity and the courage to break new ground. The musical framework will be provided by the inclusive Heart Choir from Berlin-Schöneberg, whose strong voices and passion as a live act will give you goosebumps.

Clear the stage for Berlin's diversity

In the evening, the Long Berlin Night will take you on a discovery tour through exciting locations - before the day ends with music and drinks in a relaxed atmosphere at Holzmarkt on

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the banks of the Spree. The second day of the MICE Festival is all about personal experience. Guided tours will take participants directly to the neighbourhoods, corners and places that make Berlin so unique as an event destination.

Focus on sustainability

The BESTIVAL is not only a sustainable event in terms of content, but also conceptually. The aim is to reduce the event's overall emissions by 10 per cent and to continuously improve its sustainability performance. The entire conception, organisation and implementation of the BESTIVAL follows the criteria of the visitBerlin "Sustainable Meetings Berlin" programme and a sustainability strategy based on ISO 20121.

Further information: convention.visitBerlin.de/en/bestival