



EUROPE'S LARGEST CANNABIS B2B CONFERENCE IS COMING BACK TO BERLIN IN APRIL 2025



The International Cannabis Business Conference (ICBC) is once again bringing its flagship conference, Europe's largest and longest-running cannabis B2B event, to Berlin on April 29th-30th, 2025. **ICBC Berlin 2025** will be held at the iconic Estrel Berlin Hotel.

5,000+
cannabis leaders

80+
countries

... are expected to be represented at ICBC Berlin 2025, including representatives from every sector of the industry as well as leading international cannabis policymakers and industry service providers. Bring your company to the International Cannabis Business Conference in Berlin to network with the best and take your industry pursuits to the next level.

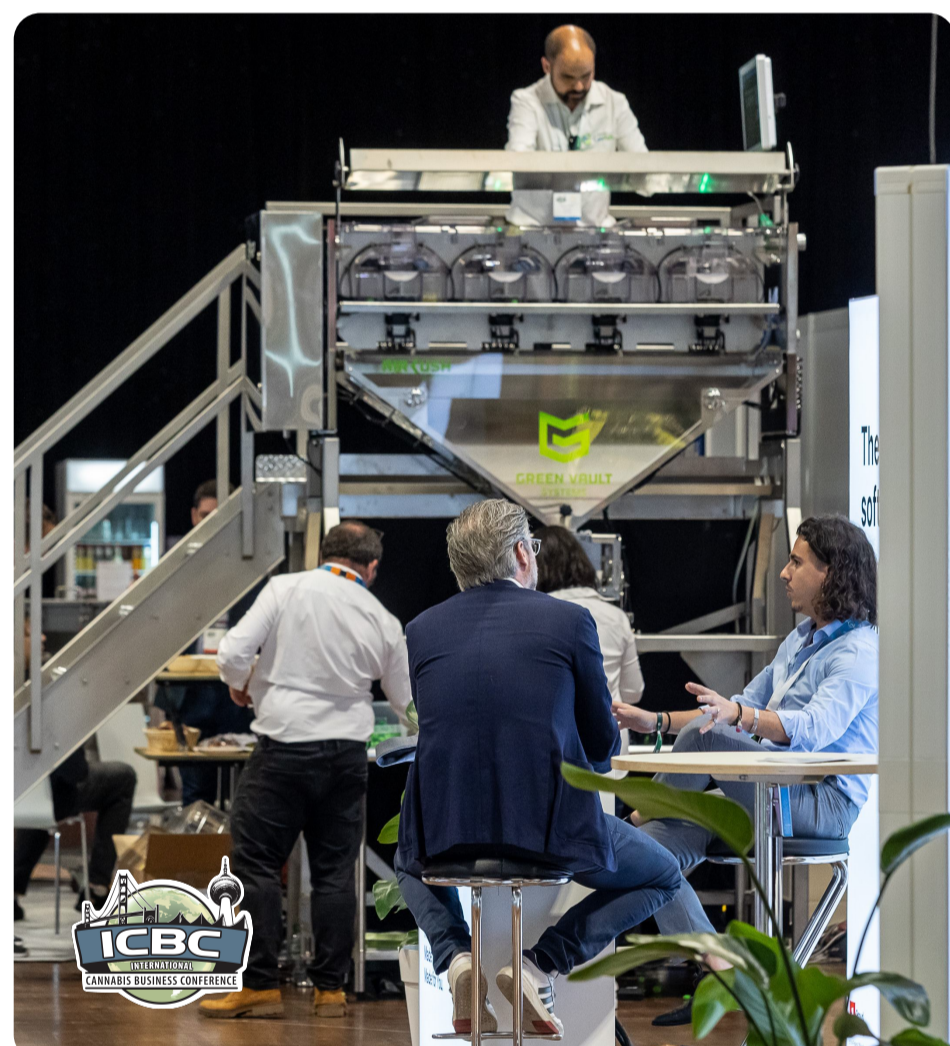
ICBC Berlin 2025 could not be timelier, with Germany's legal cannabis industry currently undergoing a historic expansion. Starting on April 1st, 2024, cannabis became legal for adults to cultivate, possess, and consume in Germany. Additionally, as of July 1st, 2024, aspiring cultivation association operators can apply with their **local regulatory authorities** in Germany.

Regional adult-use cannabis commerce pilot projects are another major component of Germany's legalization model and are expected to launch by the end of 2024. Associations and pilots will likely proliferate in many parts of Germany by the end of next year. Competition is going to increase significantly within Germany's industry, and a great way to stand out in the crowd and establish your cannabis brand is to **exhibit at and/or sponsor ICBC Berlin 2025**.

"Europe is by far the most exciting place on the planet for cannabis policy and industry right now. Germany is leading a continental revolution and creating opportunities that we have never witnessed before and may never witness again. Entrepreneurs and investors who get in on the ground floor now could reap the benefits for generations to come."

Says Alex Rogers, founder and CEO of the International Cannabis Business Conference.

Germany's emerging medical cannabis industry was already the largest in Europe before the nation's new CanG law took effect. However, since April 1st, the nation's medical cannabis industry has already grown exponentially.



WHO YOU'LL CONNECT WITH AT ICBC:

- ▶ Top Executives and CEOs
- ▶ Investors and Venture Capitalists
- ▶ Policymakers and Regulators
- ▶ International Business Leaders
- ▶ Industry Innovators
- ▶ Leading Researchers and Scientists
- ▶ Legal and Compliance Experts
- ▶ Entrepreneurs and Startups

A main contributing factor to the recent growth of Germany's medical cannabis industry was the removal of cannabis from the nation's Narcotics List, which was a key component of the new CanG law. The removal of cannabis from the list made it easier for doctors to prescribe cannabis in Germany, in addition to improving the medical cannabis supply chain and boosting domestic medical cannabis production.

The emerging global cannabis industry is currently valued at 51.4 billion euros, with projections suggesting it could top 60 billion by 2025, according to **Euromonitor International**. Germany's cannabis industry alone is estimated to be worth nearly 1.2 billion euros.

The legal German cannabis market is projected to reach an estimated \$4.6 billion in value by 2034 according to a separate market analysis by researchers at **The Niche Research**, which is an impressive sum. However, if Germany's medical cannabis industry continues to increase at its current rate, this projection could prove to be too conservative as time goes on.



This is your chance to showcase your company to top industry leaders and important decision-makers. As a sponsor or exhibitor, you will gain valuable exposure and position your brand prominently in the cannabis industry. Spaces are limited and filling up fast. **Contact ICBC today and reserve your spot at this major event!**

CONTACT ICBC

or use WhatsApp **+386 41 420 430**