

Europe's Largest Cannabis B2B Conference Returns To Berlin April 14-15, 2026

Cannabis policy modernization efforts are spreading across Europe at an increasing rate, with Germany continuing to serve as the continental cannabis policy and industry leader. As Germany's legal industry and other European markets continue to expand, the International Cannabis Business Conference (ICBC) remains at the heart of it all.

ICBC is once again bringing Europe's largest and longest-running cannabis B2B event to Berlin on April 14th-15th, 2026. [ICBC Berlin 2026](#) will be held at Germany's largest conference and entertainment center, the iconic Estrel Berlin Hotel. The [schedule for ICBC Berlin 2026](#) will be released soon and is sure to be packed with insightful and timely presentations from renowned experts in their respective fields.

Cannabis Policy & Market Momentum

Germany's cannabis industry is continuing its impressive growth, including in the adult-use cannabis cultivation association sector. As of [September 2025](#), local regulatory authorities in Germany had approved 323 adult-use cultivation associations. Hundreds more cultivation association applications are being processed across Germany.

Ancillary sectors of Germany's emerging cannabis industry continue to benefit from the nation's historic 2024 CanG law, which permits adults to cultivate, possess, and consume personal amounts of cannabis. Companies that provide products and services focusing on home cultivation and consumption are experiencing tremendous growth in Germany.

The medical cannabis industry in Germany continues to be the biggest winner of the enactment of the CanG law, thanks to the removal of cannabis from Germany's Narcotics List. Between the first quarter of 2024 and the first quarter of 2025, imports of medical cannabis products to Germany [surged by over 457%](#), with impressive growth continuing into the second quarter of 2025. Germany's legal medical cannabis industry imported [over 43 metric tons of medical cannabis products](#) in Q2 2025 alone.



Europe's Largest Cannabis B2B Conference

Competition is increasing significantly within Germany's industry and throughout Europe, and the best way to learn how to maximize your opportunities and network with industry leaders is at ICBC Berlin. Registration for the event will begin on September 15th, 2026, so make sure to mark your calendar!

[Sponsoring and exhibiting](#) at the International Cannabis Business Conference in Berlin is an unparalleled opportunity to place your brand in front of the international cannabis industry. ICBC Berlin has added a wide range of sponsorship opportunities, and the ICBC team is here to support exhibitors throughout their industry journey.

In addition to placing company branding in front of attendees and providing space on the expo floor, ICBC has created an exhibitor portal on the event's official app. Exhibitors can customize their profiles on the app portal and gain extra visibility throughout the conference.



What's New in 2026

- **ICBC Network Atrium**
Looking for a central hub to meet and connect? Check out the **ICBC Network Atrium**.
- **Grow shops**
ICBC is giving out **free tickets** for all **grow shops** – ensuring the cultivation community is fully present.
- **Grow / Cultivation Pavilion**
Cultivation leaders from around the world will be at the **Grow / Cultivation Pavilion**.
- **Treasure Hunt Game**
Want to win prizes while exploring the expo? Join the **Treasure Hunt Game**.

- **VIP Reception**

Ready to meet key decision-makers before the event? Attend the **VIP Reception** the night before the conference (April 13th).

Continuing to Bring People Together

- **Pharmacy Meet-Up**

Want direct access to dispensaries, pharmacies, and clinics? Attend the **Exclusive Pharmacy Meet-Up**.

- **Cannabis pharmacies and clinics**

ICBC is again offering **free tickets** for all **cannabis pharmacies and clinics** – bringing the medical community together.

- **Medical Pharma Zone**

Medical professionals from the global industry will gather at the **Medical Pharma Zone**.

- **Speed Networking Area**

Want to make more connections quickly and easily? Try the **Speed Networking Area**.

- **Lounges with food and drinks**

Need a break to network over food and drinks? Relax in the **lounges** located throughout the expo.

- **Consumption Lounge**

The **Outdoor Consumption Lounge** offers a unique, open-air setting for socializing and networking.



Industry Growth & Opportunities

At the most recent International Cannabis Business Conference in Berlin in April 2025, leading international cannabis economist Beau Whitney presented [data](#) highlighting that the total addressable global market value of the international industrial hemp industry could be as much as \$456.2 billion. Additionally, Mr. Whitney estimated that the total global addressable market value for medical and adult-use cannabis consumables is roughly \$237.8 billion.

A vast majority of the current global demand for hemp, medical, and adult-use products remains untapped, with many markets either being unregulated or still in the early stages of regulation. You can learn how to get in on the ground floor of the most exciting industry on the planet at ICBC Berlin 2026.

About the International Cannabis Business Conference

The International Cannabis Business Conference is the leading cannabis B2B event series on the planet, with previous conferences occurring in several countries on multiple continents. The event series is owned and operated by cannabis advocates

who believe in celebrating cannabis culture in addition to providing world-class cannabis industry education and networking opportunities.

It is becoming increasingly difficult to gain an edge on the competition in the emerging international cannabis industry, and it is vital for people to get their ideas, products, and services in front of the right people at the right time. With executives, entrepreneurs, investors, policymakers, and industry service providers converging from across the planet, the ICBC B2B trade show event in Berlin is the perfect place to put cannabis ideas on the global cannabis stage.



Over 5,000 cannabis leaders from over 80 countries are expected to be represented at ICBC Berlin 2026, and that includes 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.

Learn more and register at: internationalcbc.com/berlin.

Contacts

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