



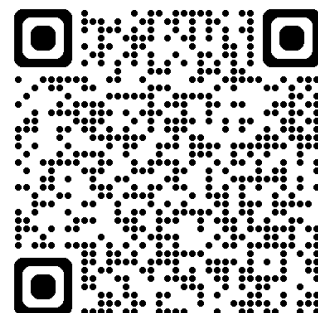
OKTOBERFEST Bruxelles

PRESSEMAPPE

PRESS RELEASE

COMMUNIQUE DE PRESSE

17th Oktoberfest Brussels







Brussels celebrates Bavaria – and Europe

The esplanade at Parc du Cinquantenaire—a culturally significant site in the beating heart of Brussels, easily reached via the direct link to Merode metro station—will transform from October 14th to 25th 2025 into a festival ground celebrating Bavarian joie de vivre, European diversity, and economic exchange. Oktoberfest Brussels 2025 brings people, markets, and ideas together across national borders.

This year's festival is entirely devoted to inter-European dialogue: between Bavaria and Belgium, business and politics, tradition and the future. With a varied supporting program, culinary authenticity, and Bavarian music, it's not just about celebration, but also about networking.



Event Profile

- Title: 17th Oktoberfest Brussels 2025
- Venue: Parc du Cinquantaire, Brussels
- Date: October 14th-25th October 2025
- Opening Hours: Monday until Saturday from 16:00 to 23:00
Sunday from 11:00-18:00
- Tent Capacity: 1,300 guests
- Expected Attendance: 12,000 – 15,000 visitors from across Europe
- Organisers: Paul Le Grand and Albert-Henri de Merode & in collaboration with the Representation of the Free State of Bavaria to the European Union in Brussels
- Target Audience: general public, businesses, political representatives, cultural institutions, industry and business associations, as well as representations of states and regions
- Guarantor of authenticity: Norbert Hartl, former operations manager of the Armbrustschützenzelt (1986–2024), is part of the organizing team
- Music Band: Die Platzl Oktoberfestkapelle, House band of the Armbrustschützenzelt





Key Themes

Economy meets Politics

The Oktoberfest provides a platform for an informal dialogue among European industries, with a special focus on Bavaria and Belgium.

Cultural Bridge-Building

The festival brings together Belgian and Bavarian cultural scenes – featuring music, traditional costumes, and Bavarian cuisine.

Celebrating Europe – Embracing Diversity

A festival of encounters for all age and cultural groups, which, in an open setting, brings European solidarity to life and connects expats with the people of Brussels.



Programme Highlights

- Daily: Die Platzl Oktoberfestkapelle, House band of the Armbrustschützenzelt
- Tuesday, October 14th: Official opening as part of a closed event hosted by the Bavarian Representation in Brussels
- Saturday, October 18th: Gathering of the Community of European Historical Marksmen
- Sunday, October 19th: Family Day with Bavarian dance mixed with Brussels folklore
- The historical Brussels marksmen,
„Ancien Grand Serment Royal et Noble des Arbalétriers de Notre-Dame au Sablon“
„Gilde du Grand Serment Royal et de Saint-Georges des Arbalétriers de Bruxelles“
will present the traditional Belgian crossbow shooting competition.



- Further programme details will be available at: www.brusselsoktoberfest.eu



About us

Representation of the Free State of Bavaria to the European Union

The Representation of the Free State of Bavaria to the EU sees itself as an interface between Bavaria and Brussels. It advocates for Bavaria's interests within the European Union, provides information on topics of Bavarian concern, and represents the Free State of Bavaria in Brussels. It also assists Eric Beißwenger, Bavarian State Minister for European and International Affairs, in all matters relating to Europe. In addition to handling subject-specific issues, the Representation organizes events on various EU and cultural topics and maintains an extensive network with EU institutions, the business sector, academia, and other regions of Europe.

Albert-Henri de Merode

Albert-Henri de Merode brings over 15 years of experience in organizing and staging large-scale events. His most celebrated production is undoubtedly the romantic Christmas market at Merode Castle, which draws over 80,000 visitors and was named "Germany's coziest Christmas market" in 2024.

As a graduate engineer and architect, he has served as project manager on numerous construction projects in Germany and Belgium, with a focus on site coordination and client representation—beginning with the building of the Free State of Bavaria's Representation to the European Union.

He is also active in voluntary work, serving as President of the Belgian-Bavarian Society and of the European Community of Historical Marksmen, and he takes part in Brussels folklore by portraying Emperor Charles V in the Ommegang procession.

Thanks to his many years of professional and volunteer activity in both countries, he feels equally at home in Bavaria and in Belgium.



Paul Le Grand

Publi-Market, based in Brussels under the direction of Paul Le Grand, designs and delivers tailor-made events for clients in the economic, cultural, and public sectors. One of its key strengths is the comprehensive management of events—from concept development and production to logistics, decoration, media promotion, and sponsorship. Over time, Publi-Market has become one of the specialists in organizing large-scale public events in public spaces. Paul Le Grand has organized football fan zones, classical concerts on the Grand-Place in Brussels, electro festivals, and the renowned historical Ommegang spectacle featuring over 1,400 performers.

Organisers' Statements

Eric Beißwenger (Bavarian State Minister for European and International Affairs)

“After a multi-year hiatus, an Oktoberfest will be held again in Brussels for the first time in 2025. The Brussels Oktoberfest serves as a flagship event for the Free State of Bavaria as well as for Bavarian businesses and associations. It has generated widespread interest, and due to the several-year break I expect exceptionally strong demand this year. It presents an excellent opportunity for both forging new connections and nurturing existing networks.”

Albert Henri de Merode

“I am especially delighted to help organize the Oktoberfest and thus establish the tradition of Oktoberfest in the European capital, Brussels. In doing so, we create a platform for exchange among people working in and around the EU, as well as a bridge between the people of Brussels and the EU district. Moreover, the Oktoberfest helps keep the centuries-old historical ties between Belgium and Bavaria alive.”



Paul Le Grand

“In turbulent times, Europe needs spaces for dialogue – between business and politics, and among regions. Oktoberfest Brussels makes a valuable contribution to this.”

Images & Press Contact

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Sponsorship & Partnership Opportunities

Interested partners should contact: info@oktoberfest-brussels.eu

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Long-Term Objectives

- Promote exchange: Fostering open dialogue among politics, business, and society.
- Strengthen ties within the EU, between the Commission and Brussels residents.
- Strengthen historical ties: keeping alive the centuries-old historical and economic connections between Belgium and Bavaria.
- Build cultural bridges: showcasing Bavarian identity as a contribution to mutual understanding.
- Enhance presence: creating a platform for Bavarian interests in Brussels.
- Europe of Regions: promoting and strengthening intra-European regional exchange.



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