

PRESS KIT 26 | BRUSSELS OKTOBERFEST



BRUSSELS OKTOBERFEST

returns to the Cinquantenaire from 14 to 24 October

From 14 to 24 October 2026, the Brussels Oktoberfest returns to the heart of Brussels for ten days of celebration, encounters and networking, in the authentic spirit of the Bavarian Oktoberfest.

Organised with the official support of the Representation of the Free State of Bavaria to the European Union, the Brussels Oktoberfest, recognised by the City of Munich, has established itself as an unmissable event of the Brussels autumn: a place where the European community, businesses, decision-makers, families and visitors from across Europe come together.

BRUSSELS – The Brussels Oktoberfest will take place from Wednesday 14 to Saturday 24 October 2026 on the esplanade of Cinquantenaire Park.

After a successful first edition, more than 10 000 visitors are expected in 2026 in the large tent installed on the Cinquantenaire Esplanade.

In addition to the festival's regular programme, the 2026 edition will feature four main events:

- 14 October: Official Opening
- 15 October: Damenwiesn (Women's Day)
- 18 October: Family Day
- 21 October: Immo Day

The event is organised by Brussels OKTF ASBL, under the direction of Albert-Henri de Merode, Paul Le Grand and Jad Touimi, with the official support of the Representation of the Free State of Bavaria to the European Union.

Mit freundlicher Unterstützung
Vertretung des Freistaates Bayern
bei der Europäischen Union



BRUSSELS OKTOBERFEST

AT THE CINQUANTENAIRE

The only Oktoberfest in Belgium officially
recognised by the City of Munich.



www.BRUSSELSOKTOBERFEST.BE



"Whether you come to meet people,
expand your network, share a meal
with colleagues, go out with friends or enjoy
a family moment, everyone is welcome."



AUTHENTICITY AS A SIGNATURE

from Munich to Brussels

Born in Munich in 1810 at the occasion of the marriage of Crown Prince Ludwig of Bavaria and Princess Therese, Oktoberfest was originally a major popular celebration marking this royal event. Its success was such that it became an annual tradition.

Today, it brings together millions of visitors on the famous Theresienwiese around beer, gastronomy, music and Bavarian traditions. It is this unique spirit of conviviality that the Brussels Oktoberfest brings to life in the heart of Brussels.

- The Brussels Oktoberfest brings this festive Bavarian tradition to one of the Belgian capital's most iconic public spaces, the Cinquantenaire.

Its cultural programme reflects the long-standing historical relations between Belgium and Bavaria. The event also provides an informal setting for representatives from Brussels' political, economic, cultural and international communities.

Businesses, European institutions, international communities, entrepreneurs and executives gather around large Bavarian tables, while families, friends, colleagues, Brussels residents and visitors from all backgrounds simply come to enjoy the celebration, the music and the unique Oktoberfest atmosphere.

- **DIE PLATZL OKTOBERFESTKAPELLE**, an orchestra from Munich, will allow visitors to enjoy live concerts and experience the authentic musical atmosphere associated with the main tents of Munich's Oktoberfest.
- **SPATEN OKTOBERFESTBIER** along with traditional Bavarian dishes, will be served throughout the event. Large communal tables, service in traditional attire and a programme reflecting Bavarian and Brussels traditions will form the festival's key elements.
- **NORBERT HARTL**, who managed Munich's Armbrustschützenzelt from 1986 to 2024, advises the organising team on the authenticity and operational planning of the event.

For any information regarding access or registration for the programme's key events, please contact info@brusselsoktoberfest.be



PROGRAM HIGHLIGHTS

■ WEDNESDAY 14 OCTOBER – OFFICIAL OPENING

The Brussels Oktoberfest 2026 will begin with an official opening bringing together institutional representatives, partners, business leaders and members of Brussels' international community. A first opportunity to bring Bavaria, Belgium and Europe together in a festive and convivial setting.

The opening evening will be hosted by [The Representation of the Free State of Bavaria to the European Union](#).

“Damenwiesn : an evening dedicated to the women who make Brussels what it is.”



■ THURSDAY 15 OCTOBER – DAMENWIESN (WOMEN'S DAY)

On 15 October 2026, the Brussels Oktoberfest will host the Damenwiesn, an exceptional evening dedicated to influential and inspiring women in the European capital. Executives, entrepreneurs, diplomats and professionals from Brussels' institutional and economic circles will come together in an atmosphere that is elegant, festive and convivial.

Designed as a genuine space for encounters and exchange, the Damenwiesn will offer participants the opportunity to expand their networks, share their experiences and create new connections in the unique setting of the Brussels Oktoberfest.

Organised in cooperation with [Regine Sixt](#), this initiative will benefit from the support of a prestigious honorary committee bringing together committed personalities from the political, institutional, entrepreneurial and non-profit spheres:

- ◆ Ulrike Scharf – member of the Bavarian Landtag and Bavarian State Minister for Family, Labour and Social Affairs
- ◆ Katharina von Schnurbein – European Commission Coordinator for Combating Antisemitism and Fostering Jewish Life

- ◆ Duchess Elizabeth of Bavaria – patron of DMSG Bayern, the Bavarian association of the German Multiple Sclerosis Society
- ◆ Regine Sixt – founder and Chief Executive Officer of the Regine Sixt Children's Aid Foundation "Drying Little Tears"
- ◆ Princess Marie-Christine de Merode – member of the Brussels Oktoberfest organising team and Deputy Diocesan Director of the Maltese Aid Service of Aachen



REGINE SIXT CHILDREN'S AID FOUNDATION
DRYING LITTLE TEARS

powered by **SIXT**

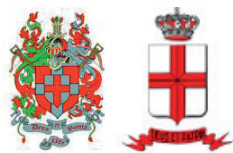
All proceeds from the Damenwiesn will be donated in full to the Regine Sixt Children's Aid Foundation, "Drying Little Tears".



PROGRAM HIGHLIGHTS

- **SUNDAY 18 OCTOBER – FAMILY DAY**, A festive and convivial day that this year will celebrate heritage, folklore and the traditions of the crossbowmen.

Young and old alike will be invited to discover an emblematic part of Brussels' history, thanks to [the exceptional presence](#)



[of the Ancient Grand Royal and Noble Oath of the Crossbowmen of Our Lady of Sablon and the Grand Royal Oath of Saint George of the Crossbowmen of Brussels.](#)

Through their traditions, costumes, ceremonies and expertise, the crossbowmen will introduce the public to a living heritage that spans the centuries and remains an essential component of Brussels folklore and identity.

This 2026 edition will also have a particularly strong European dimension. The EGS, the European Community of Historical Shooting Guilds, will take advantage of its presence in Brussels to organise, on the occasion of the 800th anniversary of the Cathedral of St. Michael and St. Gudula, an investiture mass followed by festivities at the Brussels Oktoberfest. An opportunity to strengthen the ties between Brussels' historical traditions and the great European guilds.



Nearly 300 representatives of historical shooting guilds from across Europe are expected at the Brussels Oktoberfest. This exceptional presence will make Family Day a truly [international gathering of European popular traditions](#).

From 1 p.m., a grand [Brussels folklore procession](#) will animate the surroundings of the Brussels Oktoberfest tent. Crossbowmen, representatives of traditional groups and emblematic figures of folklore will parade in a festive atmosphere, offering visitors a unique and colourful spectacle in the heart of Cinquantenaire Park.

[The programme](#) will allow the public to discover the traditional costumes, ceremonies and folklore of the various delegations, as well as to explore the fascinating world of the crossbowmen. [Entertainment and activities for both children and adults](#) will make it possible to experience this tradition in a fun, accessible and convivial way.

By bringing together families, Brussels traditions and delegations from across Europe, Family Day promises a unique experience in the heart of Cinquantenaire Park. [A day of discovery and transmission](#) that will bring this [heritage to life for new generations](#) while creating an unprecedented bridge between Brussels, Bavaria and Europe's great traditions.



■ WEDNESDAY 21 OCTOBER – IMMO DAY

Immo Day is a professional event dedicated to the Brussels real estate sector. It is aimed at developers, investors, architects, companies and other real estate professionals.

An area of the tent will be reserved for a maximum of 160 participants. It will provide a dedicated setting for professional meetings and sector-specific exchanges, offering a privileged networking opportunity in an informal and convivial environment, far from traditional professional meeting formats.

For registration requests or further information regarding Immo Day, please contact :

info@brusselsoktoberfest.be

More information and the full programme are available at www.brusselsoktoberfest.be

“ Family Day : Brussels welcomes the traditions of Europe’s crossbowmen.”

ABOUT

The Place to BE in Brussels

In Brussels, there are events you attend and events where you need to be. The Brussels Oktoberfest belongs to the second category.

For ten days, the Cinquantenaire Esplanade becomes the meeting point of the European capital: a place where executives, entrepreneurs, European institutions, diplomats, businesses, families, expatriates and visitors from across Europe come together.

Inspired by Munich's authentic Oktoberfest and organised with the official support of the Representation of the Free State of Bavaria to the European Union, the Brussels Oktoberfest offers an experience that goes far beyond a Bavarian celebration.

It is a place where people come to celebrate, but also to meet.

Around a large table, the usual conventions change. An executive can exchange ideas with an entrepreneur, a European representative with an economic partner, a Brussels resident with an international visitor. Conversations begin over a beer, a Bavarian dish or a concert under the Brussels Oktoberfest tent, and can continue long after the evening is over.

WWW.BRUSSELSOKTOBERFEST.BE

ESSENTIAL INFORMATION

- **Dates:** 14 to 24 October 2026
- **Venue:** Cinquantenaire Esplanade, under the arcades, Brussels
- **Opening hours:** Wednesday to Saturday, 4 p.m. to 11 p.m.; Sunday, 11 a.m. to 6 p.m.
- **Tent:** approximately 1,600 m²
- **Capacity :** up to 1,440 people
- **Organiser:** Brussels OKTF ASBL, under the direction of Albert-Henri de Merode, Paul Le Grand and Jad Touimi
- **Official support:** City of Munich and the Representation of the Free State of Bavaria to the European Union
- **Music:** Die Platzl Oktoberfestkapelle
- **Authenticity adviser:** Norbert Hartl, former director of the Armbrustschützenzelt, Munich's crossbowmen's tent
- **Private hire of the tent** possible on Monday 19 and Tuesday 20 October - Reservation : info@brusselsoktoberfest.be



“ It is a place where people come to celebrate,
but also to meet.”

TICKETING

■ Individual seat – €38.50, VAT and fees included

A reserved seat at a shared table and one litre of beer or a non-alcoholic beverage.

■ Private table for eight people – €360, VAT and fees included

A private table for eight people, eight litres of beer or non-alcoholic beverages, and a sharing platter.

■ VIP table for eight people – €1,580, VAT and fees included

A private table for eight people in the elevated VIP area, a traditional three-course Bavarian menu and drinks on an all-inclusive basis during the meal.

Tickets can be reserved via www.brusselsoktoberfest.be, subject to availability.

Any special request can be sent to info@brusselsoktoberfest.be

"When worlds that coexist in Brussels finally have the opportunity to truly meet."



THE CROSSROADS OF CONNECTIONS

Expand your circle, share a tradition, create new connections

THE MEETING PLACE OF THE “EU BUBBLE” - Brussels is the capital of Europe. The Brussels Oktoberfest has become one of its most relaxed meeting places.

The European community, permanent representations, professional federations, international companies, consulting firms and institutional stakeholders come together there in an informal environment, far from meeting rooms and institutional agendas.

Networking, hospitality, professional encounters and conviviality come together in one place.

The Brussels Oktoberfest has thus become a genuine crossroads between political Europe, economic Europe and civil society.

AN EVENT FOR THE WHOLE CITY - But the Brussels Oktoberfest is not aimed solely at the “EU Bubble”.

Its strength lies precisely in its ability to bring together audiences who do not always meet.

Professionals and families, Belgians and internationals, young entrepreneurs and experienced executives, lovers of Bavarian traditions and simply curious visitors all come together under the same tent.

The themed days, including Damenwiesn (Women’s Day), Family Day and Immo Day, reinforce this diversity and each provide a new reason to come, meet and share.





A BELGIAN-BAVARIAN TEAM

About the organisers

ALBERT-HENRI AND MARIE-CHRISTINE DE MERODE - With more than [twenty years of experience in organising major events](#), they have made the art of hospitality and celebrating heritage a true vocation.

Among their landmark achievements, the [Château de Merode Christmas Market](#) welcomes more than [80,000 visitors](#) every year. Having received several awards, it was recently granted the prestigious "[Excellent European Christmas Market](#)" label.

Actively involved in the world of associations and deeply committed to Belgian-Bavarian traditions, they portray [Sabine of Bavaria](#) and [Charles V](#) during the Ommegang of Brussels.

Albert-Henri de Merode notably serves as President of the [Belgian-Bavarian Association](#), the [Historical Community of European Guilds](#), which represents more than one million people, as well as the [Royal Society of the Ommegang of Brussels](#), where he works to preserve and promote its centuries-old tradition and influence.

"After the success of its first edition, the Brussels Oktoberfest is now establishing itself as an annual event. Our ambition is to make it a privileged meeting place for Belgians, Europeans and Bavarians, celebrating conviviality and Bavarian culture while strengthening the historical ties that unite Brussels and Bavaria."

Albert-Henri de Merode



PAUL LE GRAND - With more than 25 years of experience, Paul Le Grand designs and produces tailor-made events for stakeholders from the economic, cultural and institutional worlds. His expertise is based on comprehensive management of every project, from conception to delivery: concept development, logistics, set design, communication and media relations, as well as the search for and support of partners and sponsors.

He is also president of the Ommegang, the prestigious historical spectacle bringing together more than 1,400 participants on Brussels' Grand-Place and in the streets of Brussels.

"In unstable times, Europe needs places of mutual understanding, between business and politics, and between regions. The Brussels Oktoberfest makes a valuable contribution in this respect"

Paul Le Grand

JAD TOUMI - An entrepreneur and event producer for several years, Jad Touimi brings to Brussels Oktoberfest solid expertise in the design, organisation, and development of event projects.

Throughout his career, he has developed an in-depth understanding of the various challenges involved in event production, from initial concept development to implementation, including the coordination of multiple partners and stakeholders.

His expertise in the events industry, combined with his entrepreneurial vision, is a real asset to the development of Brussels Oktoberfest.

Drawing on his extensive experience in the events sector, he puts his savoir-faire and entrepreneurial vision at the service of Brussels Oktoberfest, contributing to its growth and to its ambition of becoming a must-attend event in Brussels.



" In Europe, direct dialogue is crucial. Because Europe thrives on exchange and unity. Only in this way will we be able to move forward together and find good solutions. That is why I am already looking forward to the Brussels Oktoberfest. From 15 to 24

October, the entire Brussels community celebrates Bavarian tradition and joie de vivre on the esplanade of Cinquantenaire Park (Jubelpark). We firmly stand for a strong, action-oriented Europe, and for that we need a strong Bavarian voice in Brussels."

Eric BeiBwenger (Bavarian Minister for European Affairs)



PRESSKIT & PRESS CONTACT - Download our Press Kit from our website or by scanning the QR code.

Journalists may contact the organisers for any accreditation, interview, programme information or event access requests.

SPONSORSHIP & PARTNERSHIP OPTIONS

Interested partners are invited to contact us at :
info@brusselsoktoberfest.be

BRUSSELS OKTOBERFEST

WWW.BRUSSELSOKTOBERFEST.BE

- Visuals, accreditations & interview requests : info@brusselsoktoberfest.be
- Press contact – Paul Le Grand : +32 475 41 21 18
- Specific requests for seats and registration for special events:
info@brusselsoktoberfest.be