



Essen, 10 June 2022

On 13 and 14 June 2022 at Messe Essen and Grugapark:

Green sector meets at the IPM Summer Edition

Summer networking summit and exhibition of the horticultural industry

On 13 and 14 June 2022, the green sector will be back at Messe Essen after two long pandemic years. At the IPM Summer Edition, more than 230 exhibitors from 21 nations will show innovative products and services in the fields of plants, technology, floriculture and equipment. A highlight is the IPM Discovery Center which can also be experienced in a digital showroom. The Trade Congress, an inspiration area with the latest floristry, a Speakers' Corner and guided tours are all part of the extensive supporting program. The highlight of the fair's first day is a summer party.

The IPM Summer Edition is a mix of trade fair and networking event for the green sector. In Halls 7 and 8, visitors to the fair can experience new products and innovations with all their senses. The more than 230 exhibiting companies from the fields of plants, technology, floriculture and equipment come from 21 nations. They present a large number and variety of new products and inspirations. The well-known IPM Discovery Center will play a central role. Here, trendy ideas for POS design in garden centers will be featured, which will also be explained by the Dutch green stylist Romeo Sommers in guided trend tours. All products, further information and contacts are also available in the digital showroom of the IPM Discovery Center on the fair website.

Floral highlights in the limelight

Trade visitors will find harmoniously staged floral worlds, sustainable floral design, creative and practical ideas for the specialist retail trade as well as floricultural accessories in the FDF World. There, the Fachverband Deutscher Floristen – Bundesverband (FDF) will present an overview of current floristry topics. In addition, workshops convey new trends and techniques, while the FDF Lounge invites to join trade discussions. At the same time, the FDF uses the IPM Summer Edition for its committee meetings.



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Peat substitutes, sustainable packaging and plant marketing

"Think, Say, Do – A look at our industry world of tomorrow" is the motto of the half-day Trade Congress on the first day of the fair. The North Rhine-Westphalia Horticultural Association, the Association of German Flower Wholesalers and Importers – BGI, Landgard and IPM ESSEN jointly invite participants to take a closer look at current industry topics. The keynote will focus on the current market situation. Panel discussions will follow on the topics of peat substitutes, reusable transport packaging and new marketing trends. Industry expert Frank Teuber will moderate the event and the Speakers' Corner. Entitled "Different times, think differently, act differently", it is another place to find out about current topics. On the afternoon of the first day of the fair as well as on the second day, the topics will include industry development from the consultant's point of view, trends and their practical implementation, brand and product concepts as a tool for pricing as well as social media communication and influencer marketing in the specialized trade.

The Grugapark experience in summer

The timing of the IPM Summer Edition makes it possible to experience the Grugapark, located directly next to Messe Essen, in its colorful splendor of blossoms and leaves. Visitors to the fair can take part exclusively in guided tours of the park. They will learn interesting facts about horticultural products in their application, current projects as well as botanical and design highlights of the public green space. Parallel to this, the exhibition "Gardens of the Year 2022 – the most beautiful private gardens" will be held in the Romanesque House of the Grugapark, which can also be visited.

The Grugapark is also the location for the IPM Summer Edition Party on the evening of the fair's first day. The music pavilion will be the stage for the rousing band "Goodfellas". A number of street food trucks with international specialties will cater for visitors' physical well-being.

Further information at: www.ipm-summeredition.de