

14.06.2022

Final Report: IPM Summer Edition offered a welcome platform for the horticultural industry

New impulses around the sustainable production and marketing of plants

### **New impulses around the sustainable production and marketing of plants**

**"It's great to feel IPM again," were the welcoming words of Messe Essen CEO Oliver P. Kuhrt at the Trade Congress at IPM Summer Edition. The side event marked the start of the summer edition of the IPM ESSEN International Plant Fair on 13 and 14 June 2022 at Messe Essen. The meeting place for the green sector counted over 230 exhibitors and 1,800 trade visitors. In two exhibition halls, the focus was on innovative products and services in the areas of plants, technology, floristry and equipment. The extensive supporting programme invited visitors to exchange ideas and network. Key topics were peat reduction, environmentally friendly packaging and marketing strategies.**

"The many discussions at the stands, the lively participation in the supporting programme and the uniquely good atmosphere have made it clear how much the sector wanted a platform after such a long time without IPM ESSEN", sums up Sabina Großkreuz, Senior Vice President Marketing at Messe Essen. "We are delighted with the good response and are looking forward with anticipation to IPM ESSEN 2023".

### **New products and innovations**

In Halls 7 and 8, the trade visitors were able to discover numerous new products from the 232 exhibitors from 21 nations and use the pleasant fair atmosphere for further discussions. Plant varieties for beds and balconies, green indoor plants, perennials and woody plants were just as much a part of the range as horticultural technology, shop fittings and products for the floral retail trade. Sustainability topics played the main role: from pots made of biodegradable or recycled material to insect-friendly and heat-tolerant plants to peat-free soils and efficient technology. Peter Hölzer, Sales Manager Germany at Birchmeier Sprühtechnik AG, was satisfied with the trade fair participation: "Our expectations for the IPM Summer Edition were exceeded. The visitors – including many producers and garden centres – were very interested in our sprayers and we were able to hold intensive discussions. It was the right decision to participate in the fair. The positive response is our motivation for IPM ESSEN in January 2023."

### **IPM Discovery Center and digital showroom**

Trade visitors found inspiration, trends and marketing tips in particular at the IPM Discovery Center in Hall 7. Creative Director Romeo Sommers staged the exhibitors' products in coherent POS concepts and guided visitors through the presentation in tours. Garry Grüber, Managing Director, Cultivaris GmbH, was one of the exhibitors: "The concept of the IPM Discovery Center was ideal for presenting our plants with little effort but great effect. I was very busy every day and the quality of the discussions was right. Moreover, it was very gratifying to see the many colleagues again after such a long time without a fair. My conclusion: a small but fine fair, of which I am pleasantly surprised."

The affiliated Speakers' Corner also provided new insights and highlighted aspects such as dealing with price increases, online marketing tools and current trend messages. Even after the fair, those interested can discover the IPM Discovery Center on the IPM Summer Edition website in the [digital showroom](#). Touchpoints lead to the products, ranges and exhibitors.

### **Supporting programme with added value**

The trade congress "Think, Say, Do - A look at our industry world of tomorrow" provided much new food for thought. At the invitation of the North Rhine-Westphalia Horticultural Association, the Association of German Flower Wholesale and Import Trade - BGI, Landgard and IPM ESSEN, the congress participants learned about the current market situation, peat substitutes, transport packaging and marketing trends.

The trade visitors found creative and practical ideas for the specialist retail trade as well as floristry accessories in the FDF World. There, the Federal Trade Association of German Florists (FDF) provided an overview of current floristry topics.

The themed tours through the Grugapark also scored points with the trade visitors. The date of the fair made it possible to experience the popular green space in its colourful splendour of blossoms and leaves.

The Grugapark was also the venue for the IPM Summer Edition Party on the evening of the first day of the fair. The rousing show band "Goodfellas" ensured a festive mood among the invited guests.

### **Save the date**

"With the end of the IPM Summer Edition, the preparations for IPM ESSEN 2023 begin. Many things that have now been initiated will be continued, expanded and presented to an even more international audience at IPM ESSEN 2023", Andrea Hölker, Project Manager of IPM, gives an outlook.

The next world's leading trade fair for horticulture, IPM ESSEN, will take place as usual at the beginning of next year, from 24 to 27 January 2023, at Messe Essen.

10.06.2022

Green sector meets at the IPM Summer Edition

Summer networking summit and exhibition of the horticultural industry

### **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.

### **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](http://www.ipm-summeredition.de)

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At a glance

Figures, data, facts, contact persons

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POS trends in the Discovery Center at the IPM Summer Edition

Themed tours, digital showroom and Speakers' Corner

### **Themed tours, digital showroom and Speakers' Corner**

The IPM Discovery Center is one of the highlights of the IPM Summer Edition. In Hall 7, creative director Romeo Sommers will present new trends for garden centers and the green trade under the headline "Renaissance 2.0". Integrated into harmonious POS concepts, 25 exhibitors will present their products and services. Several times a day, the trade public will have the opportunity to learn more about new marketing strategies in guided trend tours. All product presentations can also be experienced in a digital showroom. In the adjoining Speakers' Corner, experts will provide information on current industry topics.

"Renaissance 2.0 means that we are looking at the future with different eyes. We have to reinvent how we want to live, work and consume. The future of our industry will depend on our ability to adapt to new trends, circular thinking and sustainable living. The IPM Discovery Center shows in a practical way how the green trade can successfully meet the current challenges", explains Romeo Sommers, Green Stylist and Creative Director of the IPM Discovery Center.

Various trend presentations provide inspiration and serve as a template for implementation in the shop. The "Back to Nature" trend brings nature into the city. Concrete and steel give way to greenery. Insect hotels and bird houses, home-grown vegetables and herb gardens take their place next to rustic flower arrangements picked directly from the garden or later reused as dried bouquets. Natural materials, zero waste and warm earth tones reflect the closeness to nature.

"Transition Nature", on the other hand, picks up on the change in our working world. The home office has become the new reality due to the pandemic. The home office is to become an oasis of well-being. Indoor plants with unusual leaf structures in combination with bright, timeless colors bring harmony; gold and marble elements exude a touch of luxury.

"Happy Nature" is an expression of pure joie de vivre, without disregarding the idea of sustainability. Colorful, strong, contrasting colors in pots and plants meet upcycled garden accessories made from PET bottles in DIY style. Diversity, creativity and mindfulness are the motto.

### **Several daily trend tours and digital showroom**

Romeo Sommers will explain more about trends, colors, materials and plants to trade visitors on Monday at 10 a.m., 2 p.m. and 5 p.m. and on Tuesday at 10 a.m., 1 p.m. and 3 p.m. in guided trend tours. They last about half an hour and start directly in the IPM Discovery Center in Hall 7. The showroom on the IPM Summer Edition website guides visitors digitally through the IPM Discovery Center. Information on the staged products as well as contacts to exhibitors can be viewed directly via touchpoints.

## Experts in exchange: Speakers' Corner

Moderated by industry consultant Frank Teuber, the Speakers' Corner in the IPM Discovery Center offers four interesting rounds of talks. "The customer is looking for orientation, too!": Sarah von Fintel, Key Account Manager GLOBALG.A.P., Maik Mandemaker, Area Manager Germany & Scandinavia Stichting MPS Group, and Marcus Suchant, owner grün. konzepte. strategien. entwicklung., will discuss current market and social developments and adaptation strategies from a consultant's perspective (Monday, 2.30 p.m.).

Trend messages will be the topic of the talk "Customers are interested in zeitgeist topics on sustainability, materials, surfaces, colors, shapes!" with green stylist Romeo Sommers, owner of byRomeo, Klaus Wagener, managing partner of BLOOM's, and Jennifer Hagelschur, owner of Florale Manufaktur (Tuesday, 10.30 a.m.).

Jürgen Mertz, President of the German Horticultural Association (Zentralverband Gartenbau), Marcus Suchant, owner of grün. konzepte. strategien. entwicklung., and Sven Hoping, Global Sales Manager Pöppelmann, will provide information under the heading "The customer pays what he wants!" about prerequisites and assistance for the implementation of higher prices and how brand and product concepts can be used for this purpose (Tuesday, 11.30 a.m.).

"The customer is where he finds inspiration!" is the title of the lecture by Antonia Cox, Managing Director of POTTBURRI, Friederike Füller, Managing Director of Prachtstern, and Jennifer Hagelschur, Owner of Florale Manufaktur. The experts will focus on social media and influencer marketing with a presentation of successful strategies and a critical examination of online channels (Tuesday, 1.00 p.m.).

Further information and digital showroom at: [www.ipm-summeredition.de](http://www.ipm-summeredition.de)

10.06.2022

## First Green Industry Trade Congress at IPM Summer Edition

Under the motto "Think, Say, Do – A look at our industry world of tomorrow", key topics such as peat substitutes, reusable transport packaging and marketing trends will be explained and perspectives highlighted in a moderated dialogue with industry experts.

Under the motto "Think, Say, Do – A look at our industry world of tomorrow", key topics such as peat substitutes, reusable transport packaging and marketing trends will be explained and perspectives highlighted in a moderated dialogue with industry experts. The trade congress, which will be held for the first time on 13 June 2022 in Essen, is being organized by the Landesverband Gartenbau NRW (NRW Horticultural Association), Landgard, Messe Essen and the Verband des Deutschen Blumen-, Groß- und Importhandels (BGI) (Association of the German Flower, Wholesale and Import Trade (BGI)). "The challenges facing our green sector are enormous. To continue to work on them and to discuss them together with different players is, in my opinion, a very good way to move us forward", says Eva Kähler-Theuerkauf, President of the Landesverband Gartenbau NRW (NRW Horticultural Association). "We are very pleased that the first Trade Congress is taking place at the IPM Summer Edition. Where, if not here, the meeting place of the green sector, can we discuss future topics and get focused information?", says Oliver P. Kuhrt, Managing Director of Messe Essen.

### **Demand for greenery has risen**

The German market for flowers and ornamental plants broke through the 10-billion-euro barrier for the first time in 2021. EU-wide, the industry was able to increase its sales. In the last two pandemic years, the focus clearly shifted to the home. One's own four walls, balcony or garden were creatively embellished with flowers and plants – despite higher sales prices, which, however, were offset by increased costs for wages, logistics, energy and pots in the companies. It is uncertain how the consumer will react to inflation and the effects of the war of aggression against Ukraine this year.

An analysis by Andreas Löbke, CO CONCEPT.

### **Peat substitute: a raw material with many question marks**

The switch to peat-free and peat-reduced substrates is a major challenge for commercial horticulture that requires a lot of new knowledge. Peat alternatives such as wood fibers, compost, rice husks, bark humus and residues from the coconut industry are now being used. The questions of what works for which crops, how sustainable the substitutes are and what the acceptance in the hobby sector looks like will be discussed. Taking part in the panel discussion will be Dr. Heide Naderer, Chairperson of NABU North Rhine-Westphalia, Andrew Gallik from the Versuchszentrum Gartenbau Straelen/Köln-Auweiler (Experimental Centre for Horticulture Straelen/Cologne-Auweiler), Christoph Schönges from floreco and Christian Balster from Balster Einheitserdewerk.

### **Reusable transport packaging: plastic reduction with a system**



Currently, the share of disposable trays in the plant trade is over 90 percent. Social and political developments as well as the increasing desire of companies in the sector to operate more sustainably require new sector solutions for transport and sales packaging. Current projects to establish new reusable systems will be examined with representatives of the trade and non-governmental organizations. Participants in the discussion will be Thomas Fischer from Deutsche Umwelthilfe, Dr. Jens Oldenburg from Stiftung Initiative Mehrweg, Johannes Kronenberg from Landgard Blumen & Pflanzen and Tobias Theuerkauf from toom Baumarkt.

## **New products and trends**

More and more people are realizing that gardening increases their own well-being. In the last two pandemic years, this trend has become even stronger. Social developments have an impact on trend topics. New trends and products will be presented and how they can be effectively implemented at the point of sale. Participants in the panel discussion will be Anne Baltes-Schlüter from THE Plant Box, Klaus Wagener from BLOOM's, Romeo Sommers from the IPM Discovery Center and Iris Blotz, owner of the Gartencenter Dobirr-Blotz.

The trade congress will be chaired by industry expert Frank Teuber.

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10.06.2022

FDF Inspiration Area at IPM Summer Edition 2022

Florals, trends & floral highlights in the "FDF-World kompakt"

### **Florals, trends & floral highlights in the "FDF-World kompakt"**

The FDF will be presenting itself at IPM Summer Edition 2022 in Hall 8 on a spacious inspiration area. The focus will be on the current floricultural trends for 2022, including mood boards with information on colors, textures and materials and harmoniously staged floral worlds. Impulses and ideas for the floral multi-talent chrysanthemum will be shown in the form of an annual calendar with "the work of the month". Exhibitors with floral needs are invited to present their latest products in a florally staged gallery. New inspirations and innovative design ideas for the hydrangea as an attractive product with a wide variety in the floricultural trade round off the multifaceted trend program. This campaign is part of the new cooperation between the FDF and the group [www.hydrangeaworld.com](http://www.hydrangeaworld.com), which bundles all activities and inspirations around the hydrangea.

In the "FDF-World kompakt", visitors can get an overview of current topics in the sector. The multitude of product ideas and floral inspirations provide valuable suggestions and practical presentations for the point of sale. FDF Creative Director Manfred Hoffmann and floral designer Oliver Ferchland have developed the floral concept for this "FDF-World kompakt", incorporating current zeitgeist trends in fashion and interiors into their collections of floral top sellers.

Floristry workshops in the action area will bring the event to life and provide a link to practice. Master florist and FDF speaker Stefan Prinz from Mönchengladbach and Roland Ferdinand, Junior Floristry State Champion 2020 in North Rhine-Westphalia, will act in the live workshops. The young florist works in the FDF member company Blumen Adolphs in Hillesheim. In the Junior Cup 2020 at the State Horticultural Show in Kamp-Lintfort, he prevailed against 12 participants.

As experienced contacts for the industry, the representatives of the Federal Association and the FDF Regional Association of North Rhine-Westphalia will also be available to visitors together at the IPM Summer Edition in the FDF area. They will provide information about the important industry topics in floriculture and present the current FDF training program. It includes many new offers – online and in person – on important business management topics. The FDF Master Florist School will also be presenting its teaching program in the "FDF-World kompakt".

The FDF Lounge invites visitors to interact and exchange professional information about the floricultural sector. At the same time, the FDF uses the IPM Summer Edition as a network to exchange information on the industry situation in its committees and to enter into discussions with partners and members of the association.

The floral highlight of the summer will take place in Berlin in August 2022. At the IPM Summer Edition, the Association of German Florists invites you to the German Florists' Championship/DMF 2022. It will take place on 20 August in the well-known Berlin summer club "Haubentaucher" on Revaler Straße. Germany's top florists are already preparing for the national competition and are looking forward to the floral performance comparison, which Fachverband Deutscher Floristen e.V./FDF and Fleurop AG are jointly organizing.

With the "Pflück Dein Glück" ("Pick your luck") campaign for young florists, the industry is making a strong case for the next generation. The campaign program includes promotion and advertising materials, communication about the profession of florist in the media and social networks as well as information material for florists and for campaigns at training fairs and career guidance fairs. This initiative is also presented at the FDF. The website [www.pflueck-dein-glueck.de](http://www.pflueck-dein-glueck.de) summarizes all important information about the training profession of florist. A profile presents the characteristics of the profession. The necessary prerequisites, such as creativity, manual skills and commercial aptitude, are described and the course and duration of the training are clearly presented. The so-called apprenticeship finder lists florists throughout Germany who offer apprenticeships or internships. With this full service, the website [www.pflueck-dein-glueck.de](http://www.pflueck-dein-glueck.de) recommends itself to young people as a valuable guide for and through vocational training.

### **Advantages for FDF members**

### **Partner of the Fachverband Deutscher Floristen e.V. in the "FDF-World kompakt"**

### **Insurance agency opens up savings perspectives**

For more than 20 years, the FDF has been working together with the insurance broker Philipp Franke from Cologne. He has made it his business to provide FDF members with individual, high-performance and cost-effective products. Many FDF members have benefited from this service for years. Especially in view of the current price increases, the topic of "saving on insurance premiums" is more topical than ever. The basis of every consultation is a detailed examination of the existing insurance contracts. The existing business and private insurance policies are thoroughly analyzed for underinsurance or overinsurance. As a result, savings of up to 40% of the total insurance premium can be achieved! In this way, several hundred euros a year can be saved quickly and the current price increases can be compensated for, at least selectively.

As a partner of the FDF, Philipp Franke will be presenting himself in the "FDF-World kompakt" at the IPM Summer-Edition in Hall 8. This is the ideal opportunity for consultation and comparison of one's own business insurance with cheaper alternatives for members of the Fachverband Deutscher Floristen.

### **Lighting experts P.O.S. set the scene for floral products**

The lighting experts P.O.S. from Frankenberg have been active in the field of room lighting for trade and industry for many years. The company has been working with the Fachverband Deutscher Floristen (Association of German Florists) for a long time and offers its members exquisite full service in terms of offers and advice on the sales-promoting illumination of their business premises. P.O.S. has developed its own product lines and has made a name for itself in the industry, particularly in the illumination of floral displays and floral products. Through innovative further development, the company keeps pace with the growing demands of sales promotion on the one hand, and with the increasingly important aspects of energy saving on the other! In the "FDF-World Kompakt" at the IPM Summer Edition, the lighting experts from P.O.S. will be happy to answer members' questions and provide information on the subject of lighting.

### **Fachverband Deutscher Floristen e.V./FDF Strong partner for a creative sector**

The Fachverband Deutscher Floristen (FDF) is the employers' association and the professional representation

of German florists. Since 1904, the FDF has accompanied flower shop owners on their successful way. The focus is, among other things, on qualified training and further education for florists. The presentation of the range of floristic services and the promotion of floristic culture in public are further focal points. In addition, there is individual advice for members on professional, tax, insurance and legal issues. Together with partners, the FDF develops sales-promoting marketing concepts and floral product lines for the specialized trade. These design inspirations and new designs are presented to the trade at international trade fairs such as IPM ESSEN. The Fachverband Deutscher Floristen e.V./Bundesverband is based in Gelsenkirchen. With its 11 regional associations, the professional organization looks after around 4,000 members nationwide. The FDF on the internet: [www.fdf.de](http://www.fdf.de)

03.06.2022

"Finally hosting the green industry again"

An interview with the organisers of the IPM Summer Edition

### **An interview with the organisers of the IPM Summer Edition**

**After a break of more than two years due to the pandemic, the green sector can again look forward to a top-class trade event. The IPM Summer Edition invites you to Messe Essen and the Grugapark on 13 and 14 June 2022. Interested parties can find out which companies will be exhibiting, which trends and products will be presented and which topics and speakers the accompanying programme has to offer in the interview with Sabina Großkreuz, Head of Marketing Division, and Andrea Hölker, Project Manager of the IPM Summer Edition.**

#### **How are you looking forward to the IPM Summer Edition as a trade fair organiser?**

Sabina Großkreuz: With great pleasure! After two editions of IPM ESSEN that were not feasible, we can finally host the green industry again. I am particularly looking forward to what we had to wait so long for: the professional exchange and personal interaction with the exhibitors and visitors. The IPM Summer Edition is a completely new format for us and the sector. We want to set new impulses for the current horticultural year and at the same time take this tailwind with us towards IPM ESSEN 2023.

#### **What are you planning so that this succeeds?**

Sabina Großkreuz: The IPM Summer Edition is a compact and cutting-edge communication and order platform, which above all offers many opportunities for networking. Numerous associations use the summer event to hold their committee and member meetings in an environment that is close to the industry and to set the course for the future. The IPM Summer Edition is a trend-setting industry get-together that deals with the burning question 'How do we want to produce, transport and market plants sustainably in the future?' and presents solutions. All these topics and trends, which are currently developing rapidly, will be continued at IPM ESSEN in January 2023.

#### **What else can visitors expect?**

Andrea Hölker: The Trade Congress on Monday morning is one of the highlights on the first day of the fair. Twelve experts, such as industry expert Andreas Löbke from CO CONCEPT, Dr Jens Oldenburg, Managing Director of the Stiftung Initiative Mehrweg, Tobias Theuerkauf, Logistics Manager - Planting Stock at toom and Anne Balthes-Schlüter, co-founder of Plant Box, will speak about the current market situation, reusable packaging, peat alternatives and plant marketing. In addition, trend tours in the IPM Discovery Center and themed tours through the Grugapark offer the opportunity to expand one's knowledge and experience horticultural products in practice.

In the Speakers' Corner, experts such as Maik Mandemaker, Area Manager Germany & Scandinavia at Stichting MPS Group, Klaus Wagener, Managing Partner at BLOOM's, Jürgen Mertz, President of Zentralverband Gartenbau, Sven Hoping, Sales Manager at Pöppelmann, and Antonia Cox, Managing Director at POTTBURRI, will discuss consultant perspectives, current trends, pricing strategies as well as social media and influencer marketing.

**In addition to the supporting programme, the IPM Summer Edition also has some product innovations in store. What is the situation in the exhibition halls?**

Sabina Großkreuz: The IPM Summer Edition occupies Halls 7 and 8. 220 exhibitors from 21 nations are taking part. The portfolio ranges from plants and technology to equipment and floristry. New varieties, environmentally friendly pots, innovative composters, peat-reduced soils and even an irrigation robot especially for cemetery gardeners will be there. Visitors will find attractive floristry at the inspiration area of the Fachverband Deutscher Floristen - Bundesverband in the FDF World.

Andrea Hölker: In the IPM Discovery Center in Hall 7, creative director Romeo Sommers has incorporated exhibitors' products into practical POS concepts. These include innovative concepts for urban greening with the participation of exhibitor Vergroen je Leve, plants with added medical value - here exhibitor de gezoende Verleiding is on board - and pots made from recycled materials in long-lasting colours, such as those from The Pots Company. In the showroom on the website, interested parties have the opportunity to experience the IPM Discovery Center digitally and to network with the exhibitors.

**The fair is in the starting blocks. What else would you like to say to exhibitors and visitors?**

Sabina Großkreuz: The fair offers real added value for the green sector. If you want to experience innovations and trends with all your senses, make new contacts and expand existing ones, this is the place to be.

Andrea Hölker: We are particularly looking forward to the IPM Summer Party in the Grugapark on the first evening of the fair with street food and live music. We cordially invite all exhibitors, visitors and congress participants to be there.

Further information, tickets for the fair, the congress and the party as well as registration for the programme at [www.ipm-summeredition.de](http://www.ipm-summeredition.de).

25.05.2022

Registration for the programme of the IPM Summer Edition now starting

Ticket shop for trade congress and summer party open

### **Ticket shop for trade congress and summer party open**

On 13 and 14 June 2022, Messe Essen will once again be the networking platform for the green sector. In Halls 7 and 8, the IPM Summer Edition invites visitors to get to know innovative products and to exchange professional views. The extensive supporting programme of the two-day trade fair will provide information about current topics and trends. Interested visitors can now register for the trend tours in the IPM Discovery Center and the guided walks in the Grugapark. Admission tickets for the trade fair as well as tickets for the Trade Congress and the Summer Party are available in the online shop.

"The programme of the IPM Summer Edition in the exhibition halls, in the Congress Center and in the Grugapark provides the ideal setting for personal discussions in a pleasant summer atmosphere, for presenting innovations and for taking new impulses into the current horticultural year. We are very much looking forward to the green sector", says Oliver P. Kuhrt, CEO of Messe Essen, looking ahead to the forthcoming event.

### **Guided trend and thematic tours**

Several times on both days of the fair, green stylist Romeo Sommers will lead visitors on his trend tours for about half an hour through the IPM Discovery Center in Hall 8. The focus will be on retail trends and POS concepts as well as practical marketing tips outside the shop.

In cooperation with the Grugapark and the Association of the Model Gardens in the Grugapark, the IPM Summer Edition offers various guided tours through one of the most beautiful public gardens in Germany. In addition to general overview tours, there is a wide selection of other interesting special thematic tours: Among other things, participants can learn more about the plant diversity in the show houses including the bonsai collection, the model gardens, the special features of the botanical garden, alternating plant concepts, the tree population in the Grugapark as well as about the park development. Sustainability topics are covered during the School Nature tours. The tours last approximately one hour.

The trend tours of the IPM Discovery Center and the Grugapark tours are included in the admission to the fair. Places are limited to 25 people per tour, so interested visitors should be quick and secure their slot now.

### **Trade Congress and IPM Summer Party**

The first Trade Congress, organised by the North Rhine-Westphalia Horticultural Association, the Association of the German Flower Wholesale and Import Trade - BGI, Landgard and Messe Essen, will start at 9 a.m. on

13 June. "Think, Say, Do - A look at our industry world of tomorrow" is the motto of the half-day format in the Congress Center East at Messe Essen. The topics range from current industry developments to peat substitutes and sustainable packaging to plant marketing. A ticket for the trade congress includes admission to the fair. The congress language is German.

From 6.30 p.m., congress participants, exhibitors and visitors will have the opportunity to review the day at the IPM Summer Party in the lovely Grugapark right next to the exhibition halls. Street food and catchy live music by the show band "Goodfellas" invite you to an entertaining evening in relaxed company.

Further information, tickets for the trade fair, the trade congress and the summer party as well as registration for the supporting programme and times are available at [www.ipm-summeredition.de](http://www.ipm-summeredition.de).



28.04.2022

The programme highlights of the IPM Summer Edition are fixed

Trade Congress, FDF Inspiration Area, Speakers' Corner and Guided Tours

### **Trade Congress, FDF Inspiration Area, Speakers' Corner and Guided Tours**

The IPM Summer Edition is in the starting blocks. On 13 and 14 June 2022, the green sector will be back at Messe Essen after two long pandemic years. Apart from products and trends, it is above all the personal exchange and networking that the exhibitors and visitors are looking forward to. The two-day fair will provide ample opportunity for this with its varied programme: a trade congress, an inspiration area with the latest floristry, the IPM Discovery Center, a Speaker's Corner and guided tours will make horticulture and its products tangible. Highlight of the 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 can experience new products and innovations with all their senses. The approx. 170 exhibiting companies from the fields of plants, technology, floristry and equipment come from 18 countries, including Landgard, BIZZ Holland, Floragard, Pöppelmann, W. Kordes' Söhne Rosen, Baumschule Wilhelm Ley, Diderk Heinje Pflanzenhandel, Helmes home & garden and Lock Antriebstechnik. They bring a large number and variety of innovations and inspirations to Essen. The well-known IPM Discovery Center will play a central role. Here, trendy ideas for POS design in garden centres will be presented, which Dutch green stylist Romeo Sommers will also explain in guided trend tours.

### **Floral highlights set in scene**

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

### **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 visitors to take a closer look at current topics in the sector. 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 go 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 specialised 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 colourful splendour 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.

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

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IPM Summer Edition receives lots of positive feedback from the industry

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### **Mix of product trends, networking meetings and evening event is well received**

Due to the pandemic, the world's leading trade fair for horticulture, IPM ESSEN, will not be held again until January 2023. In order to shorten the long waiting period and still offer the sector a platform, the two-day IPM Summer Edition on 13 and 14 June 2022 will provide an opportunity for personal exchange. Over 170 companies have already confirmed their participation. A showroom in the form of the well-known IPM Discovery Center will enable exhibitors to participate in the summer get-together in an uncomplicated manner. Many trade associations are interested in using the IPM Summer Edition for conferences, networking meetings and congresses. On the first day of the fair, an exclusive evening event is planned in the Grugapark in the direct neighbourhood of Messe Essen - with live music, in a relaxed atmosphere, outside and in the midst of greenery.

Not only the pandemic, but also increased environmental awareness and the desire for a sustainable way of life have driven up the demand for flowers and plants rapidly in the last two years. In order to be able to inspire tomorrow's customers and create future purchase incentives, the green sector needs new sources of inspiration.

The IPM Summer Edition will provide ample opportunity from 13 to 14 June 2022 at Messe Essen. Interested exhibitors can still secure a stand. "The concept of the IPM Summer Edition has met with a lot of agreement in the sector. The mixture of showroom and networking in a summer ambience is well welcomed", says Andrea Hölker, Project Manager of IPM ESSEN. "We also want to make it possible for our exhibitors to participate without much effort and therefore we offer various booking packages.

### **A trade fair with many possibilities**

The basic package includes exhibition space, stand construction and also the equipment of the stand. You can choose between stand sizes of 9 m<sup>2</sup>, 12 m<sup>2</sup> and 15 m<sup>2</sup>. Even more convenient and without any staff on site is the participation in the IPM Discovery Center. Companies place their products in the care of green stylist and creative director Romeo Sommers in the run-up to the IPM Summer Edition: "The key to success lies in staging. We combine individual products in such a way that in the end they result in a coherent and round sales concept. In doing so, we pick up on current moods, lifestyles and trends." Guided tours and lectures in a Speakers' Corner are also planned, inviting visitors to talk to experts. In addition, the IPM Discovery Center will be digitalised.

Another participation option is the individual stand construction. The exhibitor determines the size and designs the stand area entirely according to his wishes. Details on prices and registration documents are available at [www.ipm-summeredition.de](http://www.ipm-summeredition.de).

The growers' cooperative Landgard has already confirmed its participation and will present current retail concepts both at its own stand and in the IPM Discovery Center. "After the many cancelled, postponed or digitally conducted fairs, we are looking forward to the IPM Summer Edition in Essen as a meeting place for the sector. With all the justification and necessity for the cancellation of many presence fairs in the past months, including our own Order Days, the return to a direct and personal exchange is also of great importance for the green sector. Messe Essen and the IPM Summer Edition also provide Landgard with a suitable venue and setting for this year's Landgard representatives' meeting - as a combination of our internal event and the most important industry get-together of the year", says Landgard board member Dirk Bader.

### **Industry associations at the IPM Summer Edition**

The green associations are also in favour of an IPM Summer Edition and would like to participate in the organisation of various side events. According to initial considerations by the Association of the German Flower Wholesale and Import Trade (BGI), a cut flower day and a pot plant network meeting are conceivable. The Association of German Nurseries (BdB) plans to hold a meeting of the European umbrella organisation European Nurserystock Association (ENA) during the IPM Summer Edition. The North Rhine-Westphalia Horticultural Association plans to use the fair for a trade congress as well as the cemetery meeting. "For the participants in our meetings, the IPM Summer Edition is a fitting complement to exchange information on innovations and trends. Horticulture can once again show what it can achieve. We are very much looking forward to this", says Eva Kähler-Theuerkauf, President of the NRW Horticultural Association and Chairwoman of the IPM Trade Fair Advisory Board, looking towards early summer. The Association of German Florists - FDF is also a partner of the IPM Summer Edition.

### **Summer evening event in the green**

"The IPM Summer Edition should also be an occasion to recognise and celebrate the achievements of the horticultural sector. In these difficult times, we at Messe Essen would like to say thank you and are planning an exclusive evening event for our exhibitors and partners for the first day of the fair", announces Oliver P. Kuhrt, CEO of Messe Essen. The Grugapark in the direct vicinity of the fairground is planned as the location.