



Essen, 23 February 2022

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

## IPM Summer Edition receives lots of positive feedback from the industry

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



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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.

# INFORMATION



## 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.