



Essen, 27 April 2022

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

The programme highlights of the IPM Summer Edition are fixed

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.



MESSE ESSEN GmbH
Messeplatz 1
45131 Essen | Germany
Presse-Kontakt | Press Contact
Luise Halfmann
Fon + 49.(0)201. 72 44-898
luise.halfmann@messe-essen.de
Presse-Fotoservice |
Press Photo Service
Ayben Dürümoglu
Fon + 49.(0)201. 72 44-780
ayben.dueruemoglu@messe-essen.de
www.messe-essen.de
www.ipm-summeredition.de
Veröffentlichung kostenfrei –
Beleg erbeten
Publication free of charge –
Copy requested



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.

Further information and tickets at: www.ipm-summeredition.de