



Essen, January 27, 2025

From January 28 to 31, 2025:

“Endless Green Variety” at IPM ESSEN 2025

Over 1,400 exhibitors from 50 countries will make Messe Essen bloom

From January 28 to 31, 2025, Messe Essen will once again become the hub of international horticulture. Under the motto “Endless Green Variety”, IPM ESSEN presents the entire value chain of the industry for the 41st time. More than 1,400 exhibitors from around 50 countries will showcase their latest products, services and innovations – from plants and technology to floristry and equipment. For the international trade visitors, IPM ESSEN not only offers a comprehensive overview, but also numerous exciting program highlights designed to foster networking, discovery, and collaboration.

“Our trade visitors can look forward to an inspiring platform for orders and trends. This year, the focus will be on climate-resistant plants, energy-efficient and resource-saving production solutions, as well as attractive sales and presentation concepts,” says Andrea Hölker, Project Manager of IPM ESSEN. “We are eagerly anticipating four exciting days at the fair.” The thematic areas will be rounded off with insightful lectures, special exhibitions, and guided tours.

IPM ESSEN occupies the entire fairgrounds in Halls 1 to 8 and the Galeria

The industry’s enthusiasm is strong: IPM ESSEN 2025 will again fill halls 1, 1A, 2, 3, 4, 5, 6, 7, 8, and the Galeria. The offerings are divided as follows:

- **Plants (halls 1, 1A, 2, 5, 6, 7, 8 and Galeria):** From nursery plants and young plants to flowering potted plants, colourful cut flowers and robust perennials – IPM ESSEN offers a unique international plant show. For the first time, the “Landgard-Ordertage | Frühjahrsedition” (Landgard Order Days | Spring Edition) will take place in hall 1A. Another new feature is the Gardeners' Forum in hall 2 as a central meeting point for the horticultural production sector. Exhibitors will inform the public about the future, production and industry in the young plant sector in practical presentations and panel discussions. Guided tours also start from here and offer exciting insights into the world of young plants and new trends. Tree nurseries from North Rhine-Westphalia will be presenting themselves for the first time on a joint stand in hall 7.



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- **Technology (halls 3, 4 and Galeria):** Modern solutions for horticulture are the focus of this exhibition area reaching from irrigation systems and greenhouse technology to machinery and transport equipment. The Innovation Center Horticultural Technology in hall 4 will highlight the future of the industry with sustainable and efficient technologies in short presentations. The Horticulture Infocenter, including the educational show and novelty showcase, has a new location in hall 4.
- **Floristry (hall 5):** The Federal Association of German Florists (FDF) will relocate its FDF World to hall 5 and thus into the immediate vicinity of the floristry exhibitors, who will be showing plant pots, planters, tools, decorative elements, greetings cards and complementary product ranges. Visitors can also marvel at floral craftsmanship and spectacular live shows on the popular rotating stage and in elaborately designed showrooms. The motto of the IPM Trade Fair Cup 2025 is “Boundless blooming community” – the best floral workpieces will also be on display in hall 5. Further trends for the green trade and successful POS concepts will be presented by Creative Director Romeo Sommers in the IPM Discovery Center – also new in hall 5.
- **Equipment (across all halls):** From store design to IT solutions – the right equipment transforms products into customer magnets. These offerings are distributed across all exhibition halls and grouped thematically.

International highlights and new ideas made in Germany

The entire world of horticulture gathers at IPM ESSEN. Country pavilions organized by Belgium, China, Costa Rica, Denmark, France, India, Israel, Japan, South Korea, the Netherlands, Poland, Portugal, Spain, Turkey, the UK, and the USA offer insights into region-specific products. Trade visitors can connect directly with exhibitors from these nations and learn about their offerings.

Innovation often comes from new players in the field. Under the banner “Young Innovators,” German startups will present their ideas in Hall 6. Their participation is supported by the Federal Ministry for Economic Affairs.

Further information on the trade fair, the program and tickets can be found at: www.ipm-essen.de.