



Essen, January 22, 2024

Messe Essen celebrates:

40th anniversary of IPM ESSEN

Trade visitors can look forward to numerous programme highlights

From 23 to 26 January 2024, the world's leading trade fair for horticulture will take place for the 40th time at Messe Essen. More than 1,400 exhibitors from 43 nations will showcase their innovations in the exhibition areas of plants, technology, floristry and garden features at IPM ESSEN. The special anniversary edition under the motto "Our heart beats green" has numerous programme highlights in store for the international trade visitors. Forums, congresses, competitions, tours, live shows, special shows and other side events will focus on current topics in the green industry, provide new inspiration for the coming business year and offer numerous networking opportunities.

"The green industry has found its home at Messe Essen over the decades. Here, trade visitors can experience trends, innovations and product solutions up close and personalise their discussions with experts on current issues of the future. We are very much looking forward to the upcoming event," says Oliver P. Kuhrt, CEO of Messe Essen, explaining the success of the trend-setting trade fair.

In 2024, IPM ESSEN will again occupy the entire exhibition centre in Halls 1, 1A, 2, 3, 4, 5, 6, 7, 8 and the Galeria. The nations of Belgium, China, Costa Rica, Denmark, France, India, Israel, Japan, South Korea, the Netherlands, Poland, Portugal, Spain, Turkey, the UK and the USA will participate with at least one joint stand. The BGI Trade Centre in Hall 1 with 31 exhibitors will once again be the focal point for the international plant wholesale trade. The joint "Young Innovators" stand in Hall 5, which is sponsored by the German Federal Ministry of Economic Affairs, will be focussing on German start-ups.

Special shows and themed areas

Numerous special shows invite trade visitors to find out about current industry topics. In the Green City in Hall 1A, the green trade associations will be presenting themselves in the **Horticulture Info Centre** and will be available to answer questions from member companies. The adjoining **educational show** "Gardeners can do it!" will shed light on the important and controversial topic of plant protection in 2024.



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Inspiration for creative floral design will be provided in the **FDf World** of The Association of German Florists (Fachverband Deutscher Floristen – Bundesverband FDF). In addition to the numerous live shows by international stars of the floristry scene, the highlight of the unique revolving stage will be the visit by world champion florist Nicolaus Peters on the first day of the fair. In addition, showrooms will present new ideas for your own business.

Hall 1A is also the new home of the **IPM Discovery Centre** designed by Romeo Sommers in cooperation with the De Haan Group. In guided **trend tours**, the green specialised trade will receive practical tips for successful POS concepts. The **IPM podcast "From the Greenhouse"** will celebrate its premiere in the IPM Discovery Centre. A glass studio in the shape of a greenhouse will be the recording location for interviews throughout the trade fair. In addition to the IPM podcast, episodes of other industry podcasts will also be produced here. Visitors will have the opportunity to listen to the interviews via headphones.

For the second time in a row, the **IPM Concept Store** will be launched in Hall 5. Sales-promoting product ranges such as gifts, candles, cosmetics, spirits and garden gourmet will receive special attention here.

Horticulture is currently in demand, especially with regard to upcoming climate targets. **Climate trees** and **insect-friendly perennials** will be the focus of **guided tours**, which will be further expanded in 2024 due to the high demand at the last IPM ESSEN. They will start at the Meeting Point in Hall 6.

Commercial vehicles for horticulture will have their own special area at IPM ESSEN for the first time. Manufacturers will be showcasing their products in Hall 7, while Hall 4 will also be a technical area where the **Innovation Centre for Horticultural Technology** will provide information on current solutions in short presentations. Young start-ups, companies and projects from research and science will be presenting themselves there together.

In the Congress Center

The adjoining Congress Center Essen will also be the place to be. At the **"Training Day"** on the Wednesday of the trade fair, 24 January, everything will revolve around young talent and the recruitment of skilled workers. On the same day, the Association of German Nurseries (Bund deutscher Baumschulen) will be hosting a seminar entitled **"Big Trees for the City"**, which is dedicated to the future of urban greenery and its realisation. 25 January will then start with the **future congress "Galabau Ausblicke"**, organised by the North Rhine-Westphalia Gardening, Landscaping and Sports Ground Construction Association (Verband Garten-, Landschafts- und Sportplatzbau



Nordrhein-Westfalen). The event will continue with perspectives for young managers in the **"Career + Future" forum** organised by Eugen Ulmer Verlag.

Award ceremonies

The awards ceremonies will begin on the first day of the fair, 23 January, with the **IPM Innovation Showcase**. Since 2008, it has been presenting the newcomers of the year at IPM ESSEN - from bedding and balcony plants, cut flowers and houseplants to woody plants and perennials. All entries will be presented in Hall 1A.

New at IPM ESSEN is the **Best Practice Award** for the floristry and furnishings sector. Trade visitors will find out who the winner is on the day of the fair. The award ceremony will take place in Hall 5, where all the products submitted will be on display.

In the evening of 23 January, the umbrella organisation AIPH - International Association of Horticultural Producers will present the popular **"International Grower of the Year Awards"** in a festive ceremony (tickets: <https://aiph.org/event/igoty-2024/>).

The winners of the **Show Your Colours Awards** (Hall 8, BIZZ Holland) will be announced on the Thursday of the fair. The **IPM Messecup** will honour the best floral workpieces on the last day of the trade fair (FDF revolving stage, Hall 1A).

#congratsipmessen

Messe Essen has set up a social wall on the website www.ipm-essen.de for the 40th IPM ESSEN. Anyone who posts under the hashtag #congratsipmessen on Instagram or Facebook and congratulates the fair will become part of the colourful anniversary collage. The motif of the anniversary campaign, a heart overgrown with plants, is available for digital download on the website and may be used explicitly for the congratulatory posts.

Further information on the programme and tickets at: www.ipm-essen.de.