

Essen, 26 January 2026

From 27 to 30 January 2026 at Messe Essen:

Shaping a green future at IPM ESSEN 2026

Extensive trade fair programme covering current industry topics

From 27 to 30 January 2026, Messe Essen will once again become the central ordering and communication platform for the international green sector. IPM ESSEN 2026 covers the entire horticultural value chain – from plants and technology to floristry and equipment. It is no longer just about products, but on strategies for an industry in transition: How can sustainable business practices succeed? What role does artificial intelligence play now and in the future? How can customers be inspired? And how can horticulture attract skilled professionals and young talent? IPM ESSEN 2026 provides answers for the coming horticultural year.

“IPM ESSEN is the place where the green industry comes together to tackle global challenges – in a practical, international and inspiring way,” says Oliver P. Kuhrt, CEO of Messe Essen. “Our visitors not only experience trends here, but also viable solutions – from climate-resilient plants and new training concepts to sustainable technology.”

1,476 exhibitors from 41 countries are expected at the world's leading trade fair. They will present innovative products and services from all areas of horticulture, complemented by a strong supporting programme of expert forums, live presentations and competitions. Exhibitors once again include, among others, Florensis, Scheurich, Soendgen Keramik and Koopman International.

Also in 2026, IPM ESSEN will take up the entire exhibition centre, with halls clearly structured by theme to give trade visitors precise orientation.

Plants in Halls 1, 1A, 2, 5, 6, 7, 8 and the Galeria

From nursery plants to perennials, herbs, bedding and balcony plants to cut flowers and young plants, the plant world showcases its full diversity. The focus is on plants for the changing climate – heat and drought resistant, robust and adaptable.



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In Hall 2, the Gardeners Forum invites visitors to expert lectures and discussions. Current issues relating to production, marketing and technology in young plant breeding are explored in depth.

New this year is the Woodland Arena in the nursery hall (Hall 7). The forum addresses topics such as future-proof tree assortments for cities, forests and private gardens, as well as associated professional care concepts and hedge planting to promote biodiversity.

Fresh ideas for implementing greening projects are also provided by the Green Cities Europe Award. For the second year in a row, Messe Essen will host both the exhibition and the award ceremony for this cross-border industry prize.

The Landgard-Ordertage | Spring Edition will again take place in Hall 1A in 2026, building seamlessly on their successful premiere last year. The format offers trade visitors an additional compact platform for ordering and inspiration.

Technology in Halls 3, 4 and the Galeria

Resource efficiency, automation and digitalisation – the technology section of IPM ESSEN provides solutions for the demands of modern production. The Innovation Center Horticulture Technology in Hall 4 presents forward-looking approaches to energy efficiency, water management and logistics.

Of particular interest to both research and practice is the special Cannabis.NET area, where the University of Hohenheim presents current scientific projects relating to industrial crops.

Also located in Hall 4 is the Horticulture Infocenter. On the one hand, it features an educational exhibition showcasing practical strategies for strengthening plants – from peat-free substrate production and nutrient management to biostimulants and innovative cultivation methods. On the other hand, the Horticulture Infocenter serves as the exhibition area for the IPM Novelties Show, where the best plant innovations will be honoured on the first day of the fair.

Floristry and retail in Hall 5

Creativity, craftsmanship and pure inspiration: Hall 5 is home to the Floristry + Lifestyle segment. The IPM Flower Stage offers daily live floristry demonstrations and workshops by international stars of the scene. A highlight is the “Aloha Show” by headliner Björn Kroner. The floristry area also hosts the popular IPM bouquet competitions, where the best young florists demonstrate their skills.

At the same time, the IPM Discovery Center, curated by Romeo Sommers, inspires visitors with trends for green retail: modern POS concepts, emotional plant presentations and new ways of engaging consumers.

Attractive marketing concepts are also the focus of the Show Your Colours Award, which honours the best sales story built around a plant.

Equipment across all halls

From shopfitting and IT solutions to labels, packaging, decoration and marketing: no horticultural business is complete without the right equipment. Accordingly, these solutions are integrated throughout all exhibition halls, aligned with the respective thematic areas.

Internationality as a defining feature

Like no other trade fair, IPM ESSEN stands for international diversity. Numerous country pavilions present their characteristic products and expertise – from Belgium and Costa Rica to China, from the Netherlands and Spain to the USA. These joint stands serve as meeting points for professional exchange and gateways to new markets. Further national group stands are organised by Turkey, France, Denmark, Italy, Great Britain, Poland, Portugal and Israel.

Focus on young professionals

How can young people be inspired to pursue a career in horticulture? At IPM ESSEN 2026, not only the Career + Future Forum but also the careers guidance programme “We love GREEN – Experience green professions live!” places young talent centre stage. The format is aimed specifically at pupils in grades 9 to 12, offering them the opportunity to gain first-hand insight into apprenticeships and degree programmes in the industry through guided tours, hands-on and information stations, as well as an interactive quiz.

The Young Entrepreneurs' Day is a new initiative that connects young executives and provides them with their own platform for personal exchange. The keynote speaker will be musician, extreme sportsman and entrepreneur Joey Kelly.

Additional side events at the Congress Center Essen offer further in-depth expertise. The traditional BdB Seminar, entitled "Between asphalt & climate change: Which woody plants can withstand the challenge?", once again focuses on strategies for urban greening, while the "GaLaBau Outlooks" congress addresses future trends in landscape architecture and open space planning.

Opening times and prices

IPM ESSEN 2026 is open exclusively to registered trade visitors from Tuesday, 27 January, to Thursday, 29 January, from 9 am to 6 pm, and on Friday, 30 January, from 9 am to 4 pm. A regular day ticket costs €30 in the online shop and €60 at the on-site box office.

Well informed at IPM ESSEN

With the official trade fair app, visitors have all key information at their fingertips at all times – including the hall plan, exhibitor list and up-to-date programme details. In addition, the daily IPM Daily newsletter summarises the highlights of each trade fair day. Those wishing to follow IPM ESSEN digitally can find continuous updates on the social media channels, particularly Instagram and LinkedIn. Fresh content is also provided by numerous industry influencers on Content Creator Day with the title "Green Vibes".

Further information and tickets: www.ipm-essen.de