



Essen, January 27, 2025

Highlights of the world's leading trade fair for horticulture at a glance:

## IPM ESSEN 2025 attracts visitors with a varied lineup of events

Forums, special exhibitions, trend tours, and competitions

From January 28 to 31, 2025, Messe Essen will once again be the global meeting place for the horticultural industry. “Endless Green Variety” is the motto under which the world's leading trade fair IPM ESSEN will bring together products, innovations and trends from all areas of the sector. The event is accompanied by a comprehensive supporting program that offers trade visitors exciting insights, interactive experiences and extensive networking opportunities.

### Gardeners' Forum: Focus on knowledge and exchange

The new Gardeners' Forum in Hall 2 will focus on practice-oriented lectures, discussion panels and tours on current topics in horticulture. Experts from the industry will share their insights on innovative production solutions, sustainable concepts and future strategies. The meeting point not only offers valuable takeaways for everyday work, but also an ideal platform for exchanging experiences and networking within the green community. Click here for the program and registration: [Gardeners' Forum](#).

### Innovation Center Horticulture Technology: Cutting-Edge Future Technologies

In Hall 4, the Innovation Center Horticulture Technology will be giving short presentations on the future of the industry with sustainable and efficient technologies. Topics such as sustainability, peat reduction, automation and energy are in the spotlight. The cultivation of cannabis and vertical planting systems will also be discussed. The North Rhine-Westphalia Horticultural Association will kick off with the panel discussion on “Garden shows in NRW: driving force for sustainable urban development”. The entire program at a glance: [Innovation Center Horticulture Technology](#). In addition, the Innovation Center Horticulture Technology is also the starting point for guided tours of highlights in Technology Halls 3 and 4: [Technology Trend Tour](#).

### FDF-World: Floristry in perfection

In Hall 5, trade visitors can look forward to the FDF World of the Federal Association of German Florists (FDF). Here, floral craftsmanship and spectacular



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-essen.de

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live shows will be presented on the popular rotating stage and in elaborately designed showrooms. Germany's master florists and other international stars of the scene will be there, for example. Wedding floristry will be one of this year's focal points. Click here for the stage program: [FDW-World](#)

## **IPM-Trade fair Cup: Florists show their creativity**

A celebration of creativity, craftsmanship and lots of creative flair awaits visitors and participants at the IPM Trade Fair Cup. Under the theme “Boundless blooming community”, the competition participants will showcase their skills and workpieces in the categories “Bouquet”, “Green Hero in a Pot” and “Container Planting”. The winner will be announced on the last day of the fair in Hall 5.

## **IPM Discovery Center: innovative POS concepts**

Led by creative director Romeo Sommers, the IPM Discovery Center in Hall 5 will feature the latest sustainable retail and point-of-sale concepts for green products. Guided tours will offer in-depth insights into current trends and successful sales strategies that provide real value for the green industry. Click here to register: [Trend tours at the IPM Discovery Center](#).

## **Plant innovations in the spotlight: IPM Novelties Showcase**

The best plant novelties will be honoured on the first day of the trade fair. All exhibitors were invited to submit their novelties. This year, a total of 55 plants from 33 exhibitors from 11 countries will be competing for the title of “IPM Novelty 2025” in the categories of flowering and green houseplants, spring-flowering plants, bedding and balcony plants, cut flowers, perennials, shrubs and potted plants. All innovations will be on display in the Horticulture Infocenter in Hall 4.

## **Show Your Colours Award: Storytelling for plants**

The Show Your Colours Award 2025 is about the best story that expresses the added value of a plant. Both plants and plant concepts could be submitted. A total of ten companies will compete against each other in the race for the most creative storytelling. The award ceremony will take place on the Thursday of the fair at the BIZZ Holland booth in Hall 8. Click here for the nominations: [Show Your Colours Award](#)

## **International Grower of the Year Awards**

The IGOTY Awards, organized by the International Association of Horticultural Producers (AIPH) and FloraCulture International (FCI), recognize the world's best in ornamental plant production. The awards cover four categories: finished plants



and trees, young plants, cut flowers and bulbs and sustainability. The reception and presentation of the IGOTY 2025 will take place on Tuesday, January 28.

## **Premiere at IPM ESSEN: Green Cities Europe Award**

Lyon, Wroclaw, Viacenza: Greening projects in these three cities are in the final of the Green Cities Europe Award. Ten of the 13 European countries participating in the initiative of the European Nurserystock Association (ENA) had each put forward a national project in advance. Using a points system, the jury selected projects from France, Poland and Italy as the top finalists. The winner will be revealed at a ceremony on the Thursday of the fair opposite the stand of the Association of German Nurseries in Hall 7. There, interested visitors can also take a look at all ten projects that took part in the competition.

## **BdB seminar: first-hand expertise**

The Association of German Nurseries (Bund Deutscher Baumschulen – BdB) invites attendees to the specialized seminar "Trees in Water-Sensitive Cities" on Wednesday, January 29. The seminar will address current challenges and future topics in the industry, focusing on climate-resistant trees, new requirements for landscape and garden construction and sustainable urban greening approaches. The event offers practical lectures and deep insights to provide valuable input for daily professional life. The lecture will be held in German.

## **Future Outlook for Landscaping**

“Circular economy in gardening and landscaping: shaping the future – occupying markets innovatively” is the title of the Future Congress of the North Rhine-Westphalia Gardening, Landscaping and Sports Field Construction Association on the Thursday of the trade fair. Climate change, scarcity of resources and social transformations require innovative solutions. The circular economy is a future-proof economic system that combines sustainability and business success. In their presentations, four renowned experts will shed light on the circular economy from different angles and establish a link to landscaping. The lecture will be held in German.

## **Promoting talents in the green sector**

The supporting program of IPM ESSEN 2025 will place a special focus on promoting young talent and career prospects in horticulture. The “Career + Future Forum” in cooperation with Eugen Ulmer Verlag will offer practical presentations and discussions on training, studies and further education on Thursday, January 30. Young professionals and career changers can find out about career opportunities



here. The program at a glance: [Career + Future Forum](#). The lecture will be held in German. Interested parties can find job offers and applications at the “Green Career Wall” in the Galeria. On January 29 and 30, green industry associations will host the career information event "We Love Green – Experience Green Professions Live!" for German high school students (grades 9-12) to discover diverse career paths in horticulture.

### **Speed Learning Tour: knowledge in 100 seconds**

A special highlight is the “Speed Learning Tour”, which will take participants across the fairgrounds. In just 100 seconds, attendees receive exciting brief information on innovative horticultural topics from the joining exhibitors. After visiting at least ten stands, participants can submit their completed route card at the Young Gardeners stand in Hall 2. The route cards are available at the trade fair entrances. As an incentive, 21 breakfast vouchers worth 100 euros each will be up for grabs in the prize draw on the last day of the fair.

### **Discover the Fair’s Highlights**

From Tuesday to Thursday, guided tours will showcase the highlights of the fair. Industry influencer Michael Perry, known as Mr. Plant Geek, leads participants to selected exhibitors and innovative products, providing a comprehensive overview of current trends and developments. Register here: [Fair Highlights](#).

### **Meeting Point Climate trees and perennials: experience sustainable plant solutions**

The Meeting Point in Hall 6 offers information and exchange on climate-resistant trees and insect-friendly perennials. Guided trade fair tours to exhibitors offering ranges that can withstand the changed climatic conditions will take place twice a day. Registration is possible here: [Meetingpoint climatic trees and perennials](#)

### **FROM THE GREENHOUSE: Industry knowledge to listen to**

In the official IPM podcast "FROM THE GREENHOUSE," industry experts and innovators from the green sector share insights through engaging interviews and discussions. The podcast highlights current trends, challenges and forward-looking developments. Visitors will have the opportunity to attend the recording in the greenhouse studio in Hall 5 in the IPM Discovery Center and gain insights behind the scenes of the format. The podcast is broadcast exclusively in German. The presenter is Fenia Hirsch, known from the podcast “GrünGerede” (“green talks”).

# INFORMATION



## Stay up-to-date: trade fair app and IPM daily

The free IPM trade fair app helps with visit preparation, offering a hall map with exhibitor locations and a personalized visit plan.

In collaboration with the Eugen Ulmer Verlag, the "IPM Daily" newsletter provides daily updates on the program and fair highlights. Register here: [IPM Daily Newsletter](#).

Further information is available on the website [www.ipm-essen.de](http://www.ipm-essen.de) and in the [e-book](#).