



Essen, January 23, 2023

IPM ESSEN 2023 from 24 to 27 January at Messe Essen:

These are the programme highlights

Four days full of trends, innovations and expert discussions

IPM ESSEN will be taking place at Messe Essen from 24 to 27 January 2023. Numerous specialist forums, special shows and themed tours invite visitors to find out about trends, innovations and challenges of the future. The fair and its cutting-edge complementary programme also offer numerous opportunities to make valuable contacts and to take order and investment decisions.

These are the highlights of the fair at a glance:

Innovations Showcase

The competition for the best plant innovations has been held at IPM ESSEN since 2008. The Zentralverband Gartenbau (Central Horticultural Association) and Messe Essen jointly call on all exhibitors to submit their innovations. The plants exhibited will be judged by an expert jury. From the assortments of flowering and green indoor plants, spring-flowering plants, bedding and balcony plants, cut flowers, perennials, woody plants and tub plants, the most attractive plant in each category will be chosen as the "IPM Novelty 2023" on the opening day, 24 January.

Climate trees, perennials and urban greenery

On Wednesday, 25 January, from 10 a.m., the seminar "Tree.City.Climate Adaptation" is on the agenda under the auspices of the Association of German Tree Nurseries (BdB) as part of the campaign "More Green Cities for Europe". The event will highlight current experiences in the production, implementation and maintenance of urban greenery, especially urban trees, from three different perspectives. From 5.30 p.m., the BdB, together with the European Nurserystock Association (ENA), invites you to the European Nursery Reception at its stand in Hall 7 for further discussions. In addition, daily tours will be offered on the topics of "Climate Trees" and "Perennials". The starting point for the theme tours is the new Meeting Point in Hall 6 with expert advice and information. Partners are the Association of German Nurseries, the Association of German Perennial Gardeners and the Staudenring.



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Green career

On Wednesday, 25 January, from 10 a.m. onwards, the fair day will be devoted to young people in the sector when the green associations jointly organise the "Training Day". One day later, at 10.30 a.m., Ulmer Verlag will present perspectives for young managers in the "Career + Future" forum. The "Green Career Wall" in Hall 1A with job offers and applications rounds off the programme.

International Horticultural Forum with partner country Great Britain

The latest news on British horticulture at first hand: the International Horticultural Forum with partner country Great Britain offers the opportunity to do so on Thursday, 26 January, at 2 pm. Under the heading "Quintessentially Green & British", the event will deal, among other things, with sustainability, the value of new plants and the current marginal farm model.

GaLaBau Outlook

On Thursday, 26 January, from 10 a.m., the NRW Garden, Landscape and Sports Ground Construction Association will provide new input on the subject of "Climate Change, Economy, Sustainability - Opportunities for a Green Future" with its future congress "GaLaBau Ausblicke".

Show your Colours Award

Who has the best marketing story? This is what the Show Your Colours Award is all about, which is jointly organised by IPM ESSEN and BIZZ Communications. The plants submitted and their stories will be exhibited in Hall 8. In addition to a jury of experts, visitors to the fair can also choose their favourite. The award ceremony will take place on Thursday, 26 January, at 3 p.m. at the BIZZ Communications stand in Hall 8.

IPM Fair Cup

The theme of the three-part competition in the categories "Bouquet", "Green Hero in a Pot" and "Container Planting" is "MISSION: FLOWER FUTURE". The wake-up calls of the young, climate and environmentally conscious generation cannot be ignored. Florists and gardeners, from apprentices to master craftsmen, are called upon to express their love of diverse and flowering nature with a personal statement. The award ceremony will take place on Friday, 27 January, at 12 noon in the Green City in Hall 1A.

New: Horticultural Technology Innovation Centre

The Innovation Centre Horticultural Technology in Hall 4 is a forum where trade visitors can expand their knowledge of current and future-oriented technology topics such as sustainability, gate reduction, automation and energy. The forum is accompanied by an exciting specialist programme with innovative approaches to solutions for challenges within the sector, as well as product and project presentations.

Teaching show "Gardeners can do it!"

For years, horticultural businesses have been caught between numerous demands to meet environmental policy goals and their own demands for the production of natural products from the point of view of resource conservation. The educational show in the Green City in Hall 1A will present a number of starting points and bases for discussion on this subject and the possibilities that horticulture is already using or will use.

For garden centres and the green trade: IPM Discovery Center

Green stylist Romeo Sommers presents POS concepts with strong sales potential in the IPM Discovery Center in Hall 7. Every day at 10 a.m. and 2.30 p.m., those interested will learn more about current retail trends and how to inspire the customers of tomorrow in guided tours. In the integrated Speakers' Corner, market forecasts, trends, aspects of HR management and marketing as well as changes for the flower and plant market will be discussed.

Experience trend floristry

The Association of German Florists invites you to the inspiring FDF World in the Green City, Hall 1A. Top national and international floral designers will meet on the revolving stage and inspire the trade public with floral creations. The numerous product presentations provide new input for a successful business year. Among other things, visitors can look forward to the new "justchrys 2023" collection, which shows practical and creative ideas for the multi-talented chrysanthemum.

There is a lot to discover and try out at the large action and trend stand at the BLOOM's World special show. The range includes event floristry for weddings, natural funeral floristry and creative workshops for visitors to take part in. The blossoming Relax & Talk Area invites you to specialist talks and to exchange ideas with experts.



New: Concept Store in Hall 5

The Concept Store will celebrate its premiere. The open and modern retail concept shows complementary ranges for the green trade. Whether trendy tableware, home textiles, delicatessen or soaps - here visitors will find new ideas and input for their own business.

All-round information with the new e-book of IPM ESSEN 2023

Compact, digital and up-to-date: the new e-book at <https://vibook.ipm-essen.de> of IPM ESSEN provides an overview of all programme items of the world's leading fair. Links lead to the details of the individual side events as well as information offers and are constantly updated.

From Monday, 23, to Friday, 27 January, IPM daily will be published in cooperation with Eugen Ulmer Verlag - a digital newsletter that summarises all the highlights of the day and reports on the events and products of IPM ESSEN 2023 as well as industry news. Click here to register: