



Essen, January 27, 2025

Highlight of the world's leading trade fair from January 28 to 31, 2025:

## 14 joint stands inspire visitors at IPM ESSEN 2025

Exhibitors showcase plant innovations and technical breakthroughs

The international joint stands are a major draw at IPM ESSEN, taking place from January 28 to January 31 at Messe Essen. These stands provide trade visitors with a unique opportunity to explore region-specific plants and technical innovations from various parts of the world – all in one compact setting. Representing 13 nations – including Belgium, Costa Rica, Denmark, Poland, Spain, and the USA – the joint stands offer cross-border inspiration.

### Belgium (Hall 2 / Hall 6 / Hall 8)

The Belgian region of Flanders will be represented with three joint booths and 32 companies. Visitors can look forward to a diverse range of products, including flowering potted plants, foliage plants, nursery stock, perennials, and young plants. While the number of horticultural enterprises in Belgium is declining overall, the remaining businesses are experiencing significant growth in size. This trend has driven a strong focus on innovation and sustainability in breeding and operations management. Key areas of emphasis include the development of climate-resilient plants, the use of alternative substrate mixes, precision irrigation and fertilization techniques, as well as integrated pest management. Many companies are also investing in renewable energy to make their processes more environmentally friendly.

### Costa Rica (Hall 1)

Ten companies specializing in the production and export of ornamental plants will showcase a wide variety of Ficus species and forms, alongside Dracaena, Zamiodulcas, Philodendrons, and Yucca elephantipes. Some of these plants are produced using cutting-edge technologies, such as in vitro processes. These companies are pioneers in the production and marketing of ornamental plants, adhering to principles of quality control, environmental protection, and social responsibility.



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## Denmark (Hall 6)

The Danish pavilion, organized by the marketing organization Floradania, will feature 16 exhibitors showcasing a broad range of ornamental plants, Christmas trees, and bulb products. A prominent trend in Denmark is the integration of plants into interior design, highlighting the increasing role of greenery as a design element. Sustainability is also a key focus, with particular attention given to environmentally friendly production methods.

## France (Hall 2 / Hall 7)

French exhibitors will present under the "CHOOSE FRANCE" label in new locations at IPM ESSEN 2025: breeders, young plants, and flowering plants will be in Hall 2, while nurseries will display their range in Hall 7. Leading innovative suppliers from regions like Provence, Pays de la Loire, Brittany, and Paris will showcase their vibrant colours, new varieties, and top sellers. Highlights include the HALIOS RED ALLEGRO® and PETIT MOULIN® varieties, as well as the Clematis "Notre Dame de Paris."

## United Kingdom (Hall 7)

The British joint stand, organized by the Commercial Horticultural Association (CHA), will feature ten companies presenting their products and services. Offerings include garden plants such as roses, clematis, and young plants, alongside sustainable fertilizers and bio stimulants, horticultural LED lighting, tree supports, labels, packaging materials, and design services.

"IPM ESSEN is always a busy show for us. Many of our exhibitors returning each year due to the importance of the event and our prime position we enjoy in Hall 7," says Emma Brazier, CHA Event Manager. "We're delighted to welcome ten UK companies in January, who will supported by our extensive logistics and marketing support package. We are looking forward to a lively and productive event, which kicks off our industry event calendar for 2025:"

## Israel (Hall 2)

The Israeli nursery Hishtil will feature four exhibitors at their joint booth. Trade visitors can expect a wide range of organic plants, including grafted vegetables and herbs. Highlights include the *Salvia officinalis* "Ovalvet," known for its sweet



fragrance and velvety grey-green leaves, as well as several lavender and rosemary varieties, a compact *Thymus mastichina* "POMPOM," and the high-altitude mint *Ziziphora clinopodioides* "High Mountain Mint."

## **Netherlands (Hall 1 / Hall 8)**

Sustainability plays an increasingly important role in the Dutch horticulture sector. At the Royal FloraHolland joint stand in Hall 1, around 20 companies will showcase ethically grown chrysanthemums free of harmful chemicals, eco-friendly Anthuriums, and more. Exhibitors will also present gerberas, orchids, succulents, and related products like packaging and decorations.

In Hall 8, 40 Dutch companies from the country's various nursery centres will exhibit under the banner of BIZZ Holland. A new feature this year is the Show-Your-Colours Garden Center, where over 20 renowned brands will come together to create a unique presentation featuring concept tables and POS materials in a garden centre setting. This offers trade visitors practical inspiration and support for showcasing plant features and care tips to customers. Exhibits range from avenue trees, ornamental shrubs, and conifers to roses and perennials.

## **Poland (Hall 6)**

The Polish pavilion, organized by the Association of Polish Nurseries (ZSzP), will bring together the country's leading nurseries. These exhibitors will present a wide range of ornamental and fruit plants—from young plants to mature trees and shrubs—catering to both public green spaces and home gardens. Visitors can also consult the association for advice on unique or hard-to-find plants.

The Polish Nursery Catalogue 2025, featuring detailed information on businesses, plant assortments, and contact details, will also be launched at the event. Additionally, the first-ever English edition of the "Catalogue of Proven Plants" will be available. Alongside the four participating nurseries at the joint stand, other Polish companies will exhibit independently.

## **Spain (Hall 6)**

Spain will be represented with an impressive joint pavilion organized by FEPEX. A total of 31 companies will present Mediterranean plants such as olive trees, palms, shrubs, fruit trees, and other ornamentals. Companies hail from Valencia, Catalonia,



Andalusia, the Canary Islands, and Galicia. The stand spans over 1,200 square meters and includes a 71-square-meter institutional meeting area for networking.

Germany remains a key export market for Spanish plants, with sales rising by 87% over the past five years, reaching €50 million in 2022.

## Turkey (Hall 5)

Twenty-three Turkish companies will showcase the country's ornamental plant production capabilities, leveraging Turkey's favorable climatic conditions. Spanning 455 square meters, the Turkish pavilion will highlight the nation's production strength and innovative approaches in the global ornamental plant sector. The pavilion will also spotlight Turkey's steps toward zero emissions and green transformation.

## Other participating nations

In addition to these, visitors at IPM ESSEN 2025 can explore joint stands from Portugal (organized by Portugal Fresh, Hall 6), the USA (organized by SUSTA, Hall 2), and India (organized by Coir Board, Hall 4).

For more information, visit [www.ipm-essen.de](http://www.ipm-essen.de).