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Innovation space at the world's leading trade fair for horticulture

IPM ESSEN 2023: Green future as leading theme of the Discovery Center

Experts provide valuable impulses for business in Speakers' Corner

The IPM Discovery Center at IPM ESSEN offers inspiration for the green sector. Innovative products and ideas that inspire customers at the point of sale are the focal points here. Green stylist Romeo Sommers is designing this area in exhibition hall 7 and this year is focusing on the green future.

"More and more people will be living in cities, so it's important to make these places comfortable and healthy," Sommers gives an initial outlook. "At the IPM Discovery Center, I want to show what plants can do for this: They make drought and heat more bearable, protect against heavy rain and make an important contribution to clean air and our health." Romeo Sommers sees a trend toward local production in the city. He will map that in the IPM Discovery Center, as well as the mega-topics of recycling and the circular economy.

These are the exhibitors in the Discovery Center at IPM ESSEN 2023

Suitable exhibitors will flank the concept of the IPM Discovery Center and show what is already possible today. For example, the company "Air so Pure" will present air-purifying plants. Particularly long-lasting plant pots made of recycled material are produced by "The Pots Company". "Fusion Colors" has a real eye-catcher in its portfolio, as the company offers a mini garden in a bottle as a creative gift idea. Other exhibitors are Anthurium, Cultivaris, Decowraps, Desch Plantpak, Deutsche Cuxin Marketing, Floramedia, Hackboe, Kahler, Newwen, Old Fruit Trees, Plantics, Plantipp, Rijnbeek Perennials, RiPlant, Sakata, Seed 2 Soil and Wir sind Garten.

Live impulses in the Speakers' Corner

On all days of the trade show, experts will share their knowledge in lectures and discussions at the IPM Discovery Center. This is where visitors will find the Speakers' Corner with its daily changing topics. On the first day of the fair, the focus will be on market forecasts and trends. Among others, green stylist Romeo Sommers, by Romeo, and Manfred Hoffmann from the Association of German Florists will present trends, inspirations and ideas for 2023. Monique Kempermann of Blumenbüro Holland will



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speak about "Sustainability vs. the Consumer." Modern personnel management is the focus of the second day of the trade fair, where the NRW Horticultural Association will be presenting its Green Campus, among other things. Best practices from the area of communication are on the agenda on the Thursday of the fair. Torsten Brämer will report on the community management of the "Wir sind Garten" platform, and influencer Michael Perry, known on Instagram as Mr Plant Geek, will focus on the importance of social media. Also taking part will be Tristan Heinen-Bizjak, the gardener behind Landgard's "1,000 good reasons" campaign. The last day of the fair will be devoted to market changes in horticulture. Speakers include representatives of Nabu and the Bundessortenamt.

Frank Teuber will lead the Speakers' Corner program. He will also moderate the group discussion, which will take place at the end of each day's event.

Joint stand Young Innovative Companies

IPM ESSEN 2023 offers its trade visitors numerous other opportunities to discover innovations in the industry. A special recommendation is the joint stand of the Young Innovative Companies in Hall 5, which will include the company Wundergarten with climate-protecting products made from plant charcoal and MainBaumWächter with sustainable tree watering bags. Other exhibitors are Bionero, Communicate2Integrate (Florja division), Junger Spross, Restberry and Secalfloor.

More information at www.ipm-essen.de