

Essen, 26 January 2026

IPM ESSEN 2026:

## 14 national pavilions bring international diversity to IPM ESSEN 2026

Typical national products presented jointly

International joint stands are among the established focal points of IPM ESSEN. They bring together exhibitors from one country or region in one place, making it easier to compare product ranges and solutions, and creating space for discussions about trends, markets and cooperation. At IPM ESSEN 2026, taking place from 27 to 30 January 2026 at Messe Essen, 14 joint stands from 13 nations will be represented.

### Belgium in Halls 2, 6 and 8

Belgium will bring 33 exhibitors to Essen in 2026. They will be represented in Halls 2, 6 and 8. The product range extends from green and flowering potted plants to perennials and woody plants, as well as climate-resilient plants and trees. Two new products from Flanders will be showcased: Primula acaulis 'Frisly Peach Melba F1' features bi-coloured, fringed flowers in salmon and peach tones, flowers from January and is also suitable for larger pots. The bright white Primula acaulis 'Frisly Snowball F1' impresses with early flowering and exceptionally long shelf life, making it particularly attractive for the Christmas season. Belgium is also highlighting sustainable approaches, including robust varieties, alternative substrates, precise use of resources and integrated plant protection.

### China in Halls 1 and 6

The Chinese exhibition showcases a broad selection of products and solutions, including young plants from plant tissue culture, potted plants, horticultural accessories, fertilisers, as well as tools and irrigation equipment. Ten exhibitors from various regions of the People's Republic of China will take part.



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## **Costa Rica in Hall 1**

Seven companies will be presenting themselves at the 50-square-metre joint stand from Costa Rica at IPM ESSEN 2026. A wide range of high-quality indoor plants will be on display, with a special focus on ficus in numerous varieties and natural formations, as well as dracaena in a variety of colours and growth patterns. The range is complemented by other popular plants such as Zamioculcas, Philodendron, Aglaonema, Alocasia and Yucca. The focus is on innovative and technological production processes such as in vitro processes and the presentation of Phalaenopsis orchids – always supported by high quality standards, environmental awareness and socially responsible behaviour.

## **Denmark in Hall 6**

At the Danish joint stand organised by Floradania in Hall 6, 27 co-exhibitors will be participating. In addition, six further nurseries and distribution companies from the Scandinavian country will present themselves with individual stands in the surrounding area. Green and flowering plants will be showcased, with the focus on a comprehensive presentation of the Danish ornamental plant sector.

## **France in Halls 2 and 7**

France will be presenting itself at IPM ESSEN 2026 under the CHOOSE FRANCE label, supported by VAL'HOR, in Halls 2 and 7. While Hall 2 will focus on variety and breeding innovations as well as young plants, Hall 7 will concentrate on nursery solutions, complemented by containers and logistics services. For 2026, the French pavilions will feature an open, modern stand concept with a focus on creativity, innovation and sustainability, including an airy design and natural wood elements. New products on display include Cyclamen MACARON® (Morel), Alstroemeria "Emilie" (Turcieflor) and Hydrangea BLACK VELVET® "DARBI" (SAPHO).

## **The Netherlands in Halls 1 and 8**

Royal FloraHolland will be represented in Hall 1 in 2026 with its own stand and the new "Product Square" presentation area. In addition, the "Product Plaza" will offer an overview of a broad range of flowers and plants.

The second Dutch joint stand will be located in Hall 8 and organised by BIZZ Holland. Around 40 companies and 14 brands will present themselves jointly and showcase the breadth of the Dutch nursery and

ornamental plant sector. The range includes avenue trees, ornamental shrubs, conifers and roses, as well as perennials, propagation material and various services. A particular attraction is the “Show Your Colours Garden Centre”: concept tables with accompanying sales-promoting materials will be presented in a garden centre environment. In addition, daily demonstrations will take place, showcasing special potted plant combinations.

### **Poland in Hall 6**

The Polish joint stand is organised by the Polish Nurserymen Association (ZSzP) together with Agencja Promocji Zieleni and is located in Hall 6. The association brings together 128 nurseries. The range on offer extends from propagation material and young plants to larger container plants and outdoor plants. Trees, shrubs and perennials for public and institutional green spaces as well as for home gardens will be on display. Specialist publications will also be presented at the stand, including the English-language ‘Catalogue of Proven Plants’ and a 2026 nursery catalogue with basic information on member companies (assortments, company sizes, contacts). As a service, ZSzP also bundles enquiries from the market: price and quotation enquiries can be submitted centrally and forwarded to member companies.

### **Spain in Hall 6**

The FEPEX association organises the Spanish pavilion in Hall 6. Twenty-seven companies from the affiliated trade associations will take part. All exhibiting companies specialise in the production and export of ornamental plants. IPM ESSEN provides Spain with direct access to the important German market: in the first half of 2025, more than ten per cent of Spanish flowers and plants were exported to Germany, corresponding to a volume of €46.5 million. The joint stand will be divided into the regions of Valencia, Catalonia, the Canary Islands, Galicia and Andalusia. One example of product and quality development is the participation of the company Land’Oliv: a multi-year adaptation process aims to increase the resilience of ornamental olive trees, enabling robust, long-lasting plants for more demanding climatic conditions.

### **Turkey in Hall 6**

Twenty leading companies will take part in the Turkish joint stand. The exhibits will include outdoor ornamental plants, trees and shrubs, as well

as plant containers. Key trends currently highlighted by Turkey include low-water-use plants, drought-resistant landscape concepts and the marketing of native species.

### **United Kingdom in Hall 7**

The joint stand of the United Kingdom will be organised by the Commercial Horticultural Association (CHA), with ten companies participating in 2026. The range includes plants and young plants, reusable plant containers, labels, design and planning expertise, as well as greenhouse and polytunnel solutions. Important trends in the UK are, among others, climate-adapted and water-saving planting, a greater focus on perennials and low-maintenance ornamental plants, biodiversity-promoting planting concepts and solutions for small spaces. In addition, the garden is increasingly gaining importance as an “outdoor living space”, featuring seating, lighting and design elements.

Other countries are presenting themselves at joint stands: Israel (Hishtil Afula) in Hall 2, Portugal (Portugal Fresh) in Hall 6 and the USA (SUSTA) in Hall 2.