

Essen, 26 January 2026

Numerous programme highlights:

Three stages for knowledge, practice and innovation at IPM ESSEN 2026

Gardeners Forum, Innovation Centre Horticulture Technology, Woodland Arena

From 27 to 30 January 2026, IPM ESSEN will offer trade visitors at Messe Essen a varied programme across three stages: the Gardeners Forum in Hall 2, the Innovation Centre Horticulture Technology in Hall 4 and the new Woodland Arena in Hall 7. All forums bring together current research, practical know-how and forward-looking trends in horticulture.

The Gardeners Forum in Hall 2 once again serves as one of the central knowledge platforms of IPM ESSEN. Industry experts, exhibiting companies and institutions will address the topics shaping the market:

- Fred Kruisselbrink from Anthura will provide information on energy efficiency in horticulture and outline strategies for reducing CO2 emissions (Tuesday, 27 January, 11 a.m. to 11.30 a.m.; Wednesday, 28 January, 2 p.m. to 2.30 p.m.).
- Floris Tas, Director of Sales at Selecta One, will focus on the sustainable substrate-free rooting system 'RCS 2.0' (Thursday, 29 January, 1 p.m. to 1.30 p.m.).
- Market potential and the legally compliant handling of cannabis are the topics addressed by Matthias Coufal, Managing Director of Hans Brainfood GmbH and BudVoyage, on the first day of the trade fair, 27 January, from 1.30 to 2 p.m. and on Thursday, 29 January, from 2 to 2.30 p.m.
- "Customers of the future: How we as breeders prepare our partners for Gen Z" is the title of the presentation by Leon Hünting (Brandkamp) on Tuesday, 27 January, from 11.30 a.m. to 12.00 p.m.
- International expertise will be brought to the Growers' Forum by Oboya on Tuesday, 27 January, from 3.30 p.m. to 4 p.m. CEO Robert Wu will provide insights into how artificial intelligence can positively influence global horticultural supply chains.
- A panel discussion on how Fairtrade strengthens the position of women in global cut flower supply chains will take place on Thursday, 29 January, from 11 a.m. to 12 p.m.



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Further participants at the Growers' Forum include Bailey Nurseries, Florensis, Fleurizon, Landgard, Pflanzentheke, WIR SIND GARTEN, Kekkilä-BVB, Staudenring, Ulmer Verlag and Haymarket Media.

Digitalisation, automation and new technologies

The Innovation Center Horticulture Technology in Hall 4 will focus on future-ready technologies. Highlights include:

- PurPest will present an innovative digital system for pest detection (Tuesday, 27 January, 3.30 p.m. – 4 p.m.).
- “Together. Reliable. Secure. Making peat substitutes manageable” is the topic of the presentation by Stefan Kreft, Managing Director of Gramoflor (Thursday, 29 January, 2 p.m.–2.30 p.m.).
- Frank Höbener, Managing Director of NTIC Europe, will speak about the application of bio-based, biodegradable polymers (Thursday, 29 January, 4 p.m. – 4.30 p.m.).
- Sapro Energy will give a presentation on Thursday, 29 January, from 11.30 a.m. to 12 p.m.: “Scientific Validation: Impact on Soil Fertility and CO2 Sequestration Mechanisms”
- In a joint presentation, Eric Kaiser (CEO, Karuna Technology) and Ron Richter (CEO, Klimafarmer) will demonstrate new approaches to efficient urban greening and measurable climate impact through biochar substrates and satellite-based vegetation analysis (Thursday, 29 January, 12 p.m. –12.30 p.m.).

Additional programme slots will be covered by partners Landesverband Gartenbau NRW, Biobest Group, Boum Garden, Baum & Bonheur, Preciosa Ornela, Air Tray Technology, 420flow GmbH, University of Hohenheim, Gartenbau-Versicherung, Evergreen Garden Care, greenhub solutions, hexafarms, Urban Greenery, Pflanztheke and Julius Kühn Institute.

Future-ready trees, urban green spaces and climate adaptation

The new Woodland Arena in Hall 7 will focus on the future of trees in urban environments. Numerous partners contribute to a varied programme of presentations and panel discussions:

- Prof. Martin Thieme-Hack (Osnabrück University of Applied Sciences) will open the programme on Tuesday, 27 January, with the presentation “Nursery plants – an international standard” (10.15 a.m. – 11 a.m.).

- The Association of German Nurseries (BdB) is represented four times: Thorsten Krohn will speak on wild woody plants – the underestimated heroes of our landscapes (Tuesday, 27 January, 11.15 a.m. – 12 p.m.). Holger Hachmann will address the future viability of rhododendrons (Wednesday, 28 January, 10.15 a.m. – 11 a.m.). Peyrik Möller will present woody plants for flood-prone areas (Wednesday, 28 January, 2 p.m. – 2.45 p.m.). Christoph Dirksen will introduce future trees for urban spaces (Thursday, 29 January, 10.15 a.m. – 11 a.m.).
- Dr Andreas Wrede (Chamber of Agriculture Schleswig-Holstein) will report on the federal woody plant inspection (Tuesday, 27 January, 1 p.m. – 1.45 p.m.).
- Claudia Taeger (Bavarian State Research Centre for Viticulture and Horticulture) will speak about modern rose assortments and the ADR quality label (Tuesday, 27 January, 2 – 2.45 pm).
- Nicola Daldrup from the North Rhine-Westphalia Chamber of Agriculture will present substrate alternatives for tree nurseries and findings from the 'FiniTo' project on Wednesday, 28 January, from 11.15 a.m. to 12 p.m.
- Jonathan Ruhm from the Federal Agency for Nature Conservation will focus on biodiversity in genes and the importance of native trees and shrubs (Wednesday, 28 January, 1 p.m. to 1.45 p.m.).
- "Urban trees under stress – water availability, tree health and growth in urban environments" is the title of the presentation by Dr. Mona Quambusch from the Julius Kühn Institute on Thursday, 29 January, from 11.15 a.m. to 12 p.m.
- Annette Hackbarth will provide insights from the perspective of the trade journal Deutsche Baumschule (Haymarket Media) on "Nurseries in public perception" (Thursday, 29 January, 1 p.m. to 1.45 p.m.).
- Joana Gasper (German Association of Landscape Contractors – GaLaBau e.V.) will discuss challenges and opportunities in implementing urban tree strategies as part of municipal climate adaptation strategies (Thursday, 29 January, 2 p.m. – 2.45 pm).
- "Climate-resilient urban development from the perspective of the housing industry" is the topic of Wolfgang Telöken from the University of Kassel on Friday, 30 January, from 10.15 a.m. to 11 a.m.
- The Center for Climate Adaption - Difü, with speaker Moritz Frese, will show how local authorities can effectively implement climate adaptation through nature-based measures (Friday, 30 January, 11.15 a.m. to 12 p.m.).



The full programme is available at: <https://www.ipm-essen.de/world-trade-fair/programme/>