



Essen, January 27, 2025

World's leading trade fair for horticulture

New Gardeners' Forum at IPM ESSEN

Visitors receive valuable impulses for their business at the trade fair

From 28 to 31 January 2025, IPM ESSEN will bring together the horticulture industry at Messe Essen. Under the motto "Endless green variety", trade visitors can expect a unique range of plants, technology, floristry and garden features. A visit to the world's leading trade fair for the green industry is particularly worthwhile for horticultural producers: in the new Gardeners' Forum in Hall 2, exhibitors will inform the audience about the future, production and industry in the young plant area in practical presentations and panel discussions. The program, which starts daily at 10.30 a.m., is versatile.

On the first day of the trade fair (**Tuesday, January 28**), the Gardeners' Forum will be all about trends and best practices. For example, Lubera Edibles, Cultivaris and Proven Winners will be presenting their latest products and current marketing trends. LVG Heidelberg will be presenting its online variety finder and Kötterheinrich will be discussing the future trade requirements.

A joint look into the future is on the agenda for the second day of the trade fair (**Wednesday, January 29**). Brandkamp will open the forum and report on how companies are mastering the generational change in horticulture. Afterwards, everything will revolve around sustainability and plant protection – two areas that will have a major impact on the future of horticulture. Syngenta Agro, GlobalG.A.P. and Wir sind Garten will show how these topics are currently being addressed and what opportunities horticultural businesses have to position themselves sustainably. The LVG Heidelberg and the University of Hohenheim will report from the perspective of research and science.

On **Thursday, January 30**, the focus will be on industry and trade. Companies such as Bailey Nurseries, Kordes Jungpflanzen, GASA GROUP Denmark and Syngenta Flowers will be sharing their experiences and ideas. In a panel, four exhibitors will also discuss the young plant industry in their home country of France and draw global comparisons.



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INFORMATION



On the last day of the trade fair (**Friday, January 31**), the focus will be on the environment. The French young plant producer LAFORET will talk about the modernization process for environmentally friendly production. Dümmer Orange will close the Gardeners' Forum with the topic of bee-friendly cultivation.

All presentations in the Gardeners' Forum will be simultaneously translated for non-German-speaking trade fair visitors. Before the official start, trade visitors can look forward to a daily Meet & Coffee from 09:30 to 10:30 a.m., where they can exchange ideas with political and association representatives. The program will be rounded off twice a day with guided tours of the exhibitors taking part in the Gardeners' Forum. The complete program and trade visitor information for pre-registration for the guided tours are available online at www.ipm-essen.de.