



Essen, January 23, 2023

IPM ESSEN 2023:

International joint booths show the world of horticulture

15 nations present country-specific plants and technology at the world's leading trade show

From January 24 to 27, IPM ESSEN at Messe Essen will finally open up the world of horticulture to its visitors again. Exhibitors from 46 nations will present plants, technology, floristry and equipment for the green industry. Among them are 15 international joint booths that show the horticultural advantages of their respective countries. Among them are Belgium, Costa Rica, Denmark, France, Great Britain, India, Israel, Italy, the Netherlands, Poland, Portugal, Spain, Taiwan, Turkey and the USA. A selection:

Belgium (Hall 2; Hall 6; Hall 8)

36 Belgian horticultural companies will present themselves on three joint booths of Flanders Agricultural Marketing Bureau (VLAM) in Halls 2, 6 and 8. The portfolio of the companies is very broad and ranges from typical Belgian specialties such as azaleas, rhododendrons, flowering houseplants, the Flemish laurel and chrysanthemums to shrubs, young and bedding plants as well as nursery products – including climatic trees and plants. Belgian azalea specialist Hortibreed is expanding its renowned Hortinno® Christine® collection with the prunus-coloured Christine® cherry blossom, which will be presented for the first time at IPM ESSEN 2023. The Belgian joint booths are recognizable from a distance by the lettering "FLANDERS/BELGIUM" and stacked cubes with images of plants, trees and shrubs. They symbolize the diversity and solution orientation of Flemish horticulture. The slogan "WE GROW YOUR WAY" stands for the customized customer service of the family-run Belgian companies.

Costa Rica (Hall 1)

Costa Rica has one of the world's greatest biodiversities due to its geographical location in Central America. At the joint booth in Hall 1, ten member companies of the Green Plant Consortium will present their exportable range on an area of 50 square metres. These include, for example, various species of fici, yuccas, dragon trees and bromeliads. Visitors can also expect to see plants grown and produced under innovative technological production processes, such as in-vitro methods.



MESSE ESSEN GmbH
Messeplatz 1
45131 Essen | Germany
Presse-Kontakt | Press Contact
Luise Halfmann
Fon + 49.(0)201. 72 44-898
luise.halfmann@messe-essen.de
Presse-Fotoservice |
Press Photo Service
Ayben Dürümoglu
Fon + 49.(0)201. 72 44-780
ayben.dueruemoglu@messe-essen.de
www.messe-essen.de
www.ipm-essen.de
Veröffentlichung kostenfrei –
Beleg erbeten
Publication free of charge –
Copy requested

France (Hall 6)

All exhibitors of the "CHOOSE FRANCE" pavilion can be found in Hall 6. They will show a wide range of nursery plants, bedding and balcony plants, flower bulbs and seeds as finished products, semi-finished products and young plants. 16 exhibitors will present new varieties and the top sellers, including: Agapanthus, Alstromoeria, azaleas, bamboo, camellias, chrysanthemums, cyclamen, dahlias, fruit trees, topiaries, grasses, hydrangeas, mimosa, roses, rhododendrons, salvias and small fruit. Research, logistics solutions, but also marketing tools as well as pots and containers will be on display, too. Under the motto "Quality & Innovation, the French Touch!", trade visitors will have the opportunity to discover innovations from top-class breeders and producers from all over France.

Great Britain (Hall 7; Hall 3)

Great Britain is the partner country of IPM ESSEN 2023. The different climate zones enable the island state to produce a wide range of horticultural products. Many novelties will be travelling to Essen: Whetman Plants International launches drought-tolerant *Choisya*: *Choisya* x *Dewitteana* 'Little Bee' PBR and *Choisya* x *Dewitteana* 'Little Honey Bee' PBR. New compact clematis from the Raymond J. Evison range will be shown by Guernsey Clematis Nursery. Exhibitor Fairweather's Nurseries presents more than 50 varieties of *Agapanthus*. In addition to plants (in Hall 7), trade visitors can also expect innovations in the field of technology and equipment (in Hall 3).

Israel (Hall 2)

Israel is known for its diverse flora, which has always included the country's typical olive trees, oaks and fig trees. The five exhibitors at the joint booth in Hall 2 show that the Israeli flora has even more to offer. The nursery company Hishtil, for example, presents its wide variety of organic plants such as grafted vegetables, herbs and treasure island sweet potatoes. Also on display are bare-root ornamental plants, cuttings (for example annuals, perennials, succulents) and flower bulbs.

Netherlands (Hall 1; Hall 6; Hall 8)

Sustainability and digitalisation – these are just two of the many trends that are in the spotlight at the Dutch joint booth of Royal FloraHolland. More than 30 exhibitors will present their classics and novelties there. In addition, there is a wide range of beautiful orchids, greenhouse plants, cacti and succulents. Special flowers such as potted roses or mini gerberas are also on offer. In addition, visitors can expect a colourful arrangement of flower and plant packaging as well as the winners of the Glazen Tulp Award and Greenovation Award.

For the first time, the Dutch trade association "Rijksdienst voor Ondernemend Nederland" will present itself on a joint booth in Hall 6 with nursery stock, roses, green plants, Christmas trees and flowering pot plants.

BIZZ Holland brings together the Dutch nurseries in Hall 8. The highlight on the stand is the Show Your Colours Award. Here, the best marketing story about woody plants and perennials wins.

Poland (Hall 6)

The Polish Nurserymen Association is a non-profit organisation that unites producers of high-quality plants – trees, shrubs, climbers and perennials. The association has 215 members representing 124 leading Polish nurseries and acts as a contact platform for partners in the investment process such as investors, architects and contractors and plant suppliers. Due to the climate, Polish plants are valued for their frost resistance, high quality and competitive prices. The joint booth in Hall 6 is organised by the association together with five leading Polish nurseries operating on the European green market. The association's representatives will provide comprehensive information about the Polish nursery industry and assortment and help with contacts.

Portugal (Hall 6)

Four Portuguese horticultural companies will be presenting what they describe as "the best Mediterranean plants and the best service in Europe" on an area of 64 square metres in Hall 6. Among the plants on offer are Dipladenia, bougainvillea, callistemon, succulents, hibiscus and lavender. In addition, new varieties of Mandevilla Diamantina are likely to attract special attention.

Spain (Hall 6)

The Spanish Association of Producer-Exporters of Fruit, Vegetables, Flowers and Live Plants is organising the joint booth at IPM ESSEN again this year. 31 companies from



Andalusia, Galicia, Catalonia, Valencia as well as from the Canary Islands are taking part. The Catalan Nurserymen Association, for example, will provide information about the production of Catalan nurseries, which ranges from small shrubs and ornamental plants for garden centres to large trees for landscaping. Also in the Spanish exhibitors' baggage are, among other things, an extensive collection of ornamental plants and particularly hardy olive trees adapted to the most demanding climatic conditions.

Taiwan (Hall 1)

Orchids in all their diversity are the focus of the joint booth of Taiwan. With its high humidity, warm temperatures and short winters, the climate of the East Asian island state is particularly well suited to orchids. The companies will show special specimens of the well-known genus *Phalaenopsis*, also known as butterfly orchid. The name comes from the floating flowers that dance like moths across the base of the leaves. Taiwan is internationally known for the production and marketing of orchids. The production involves a lot of knowledge: For the small seeds only thrive when very specific conditions are met.

Turkey (Hall 5)

The Turkish pavilion is organised by the Ornamental Plants and Products Exporters' Association, which represents the interests of all Turkish ornamental plant exporters. The association has more than 500 members, 100 per cent of whom handle Turkish ornamental plant exports. The aim of the organisation is to build a sustainable and competitive export industry and to increase the export of ornamental plants from Turkey. Eight companies are exhibiting in the Turkish pavilion. Among them are manufacturers of outdoor plants and supplier companies.

Other joint booths are organised by Denmark (Hall 6), India (Hall 4), Italy (Hall 5; Hall 6) and the USA (Hall 2).