



FDF-World,
Foto: IPM ESSEN



Happy birthday IPM ESSEN

Messe Essen is celebrating the 40th anniversary of IPM ESSEN. At the upcoming IPM, the audience can look forward to numerous program highlights! The special anniversary edition under the motto “Our heart beats green” offers numerous program highlights for the international trade audience. Forums, congresses, competitions, tours, live shows, special shows and other side events bring the current topics of the green industry into the focus. They provide new inspiration for the coming financial year and offer numerous networking opportunities. “The green industry has found its home in Messe Essen over the decades. Here, trade visitors experience trends, innovations and product solutions up close and can address current questions about the future in a personal exchange with experts.

Special shows, awards and international stage highlights

Numerous special shows invite trade visitors to find out about current industry topics. In Green City in Hall 1A, the green trade associations present themselves and welcome their members. The area of the Association of German Florists - Federal Association in the FDF World offers inspiration for creative floral design. In addition to numerous live shows by international stars of the floristry scene, the highlight on the unique revolving stage is the visit of world champion florist Nicolaus Peters on the first day of the trade fair. In addition, showrooms show new ideas for your own business. Hall 1A is also the new home of the IPM Discovery Center, designed by Romeo Sommers. The IPM podcast “From the Greenhouse” celebrates its premiere at the IPM Discovery Center.

New at IPM ESSEN is the Best Practice Award for innovative new designs by the exhibitors. The award is jointly announced by Messe ESSEN and the Association of German Florists and honors particularly practical product innovations in various categories. The award ceremony will take place on January 23rd, 2023 at 5:00 p.m. in Hall 5.



Fachverband Deutscher Floristen
im FloristPark International
Theodor-Otte-Straße 17 A
45897 Gelsenkirchen | Germany
Presse-Kontakt | Press Contact
Nicola Fink
Fon+ 49.(0)209. 958 77 - 72
nicola.fink@fdf.de
www.fdf.de

Top international florists visit the FDF

Two major international top acts in the FDF World

Two international floristry top acts await trade visitors in Essen. "FLOOS - the crafter's secret" and "Decorum plants & flowers" bring top international florists to the world-famous FDF show stage in Hall 1A at IPM ESSEN. Well-known floral designers show their latest floral creations and delight with fantastic show floristry. The stage events "There is profit in purchasing" presented by the Dutch Veiling Plantion provide practical impulses. With these top-class international stage shows and professional events for daily practice in the flower business, the Fachverband Deutscher Floristen e.V./FDF and its partners offer a varied program of events on the FDF show stage. It guarantees inspiration, motivation and many new ideas for a successful floristry practice at the start of the new business year.

FLOOS - the crafter's secret

FLOOS is the first online teaching platform and library that presents step-by-step floral recipes from influential international master florists in videos and photos. New recipe collections are added every month to keep followers up to date. The head of this concept is the charismatic frontman Carles J. Fontanillas from Barcelona/Spain. Every year FLOOS also publishes a book with flowery design suggestions. At the IPM ESSEN 2024, the Fachverband Deutscher Floristen e.V./FDF and FLOOS are presenting this successful teaching concept and have invited well-known international personalities from the FLOOS community to Essen. These include frontman Carles J. Fontanillas and Álex Segura from Spain as well as Frédéric Dupré from France. There are also Johann Obendrauf from Austria as well as the Hungarian florist Gábor Nagy, Jordi Abelló from Spain and Vincenzo Antonuccio from Italy. The international performers provide insight into extraordinary designs, innovative techniques and contemporary floristry at its best.

2

Decorum & FDF present: the World Cup Shows

Decorum is the premium brand of more than fifty Dutch breeders. They all share a love of high-quality plants and flowers. Most of the members of this association are family businesses, many of them in the third or fourth generation. They all work together on the Decorum brand, which stands for quality, innovation and sustainability. From the use of natural energy to the most advanced cultivation techniques, Decorum growers are continually committed to making the world a better place. The focus is on less plastic and a lower carbon footprint. Decorum's commitment finds expression in the international stage shows in the FDF World. At the TOP events, internationally known floral designers present the brand's quality in expressive flower designs. The reigning world champion Nicolaus Peters from Germany, Robert Bartolen from Slovakia, Ahti Lyra from Estonia and Olga Sharova and Roman Steinhauer from Eastern Europe are internationally sought-after floral designers, teachers and floristry mentors who have a large following on social networks. At IPM ESSEN, these Decorum Ambassadors represent the close connection between competence in production, the quality of green high-end products and their expert design and presentation in marketing.

Plantion - profit lies in purchasing

Good purchasing saves money and is economically attractive. And it contributes significantly to the work-life balance. This message, how valuable, time-saving and cost-saving good purchasing is, is the focus of the stage shows “The profit lies in purchasing!” - presented by the Dutch Veiling Plantion and the FDF. Germany's master florist Christopher Ernst, Anian Friedrich, who achieved the second place at the Eurofleurs 2023 in Slovenia, and other well-known florists from the FDF network #floralproject 3.0 show practical floristry designs and inspire the audience to create new product lines for the Season. These include workpieces for high-sales days such as **#love is in the air** for Valentine's Day, **#women's power** for International Women's Day, **#thankyou** for Mother's Day or wedding floristry on the theme of **#best day in life**. In addition, the young florists report from the perspective of the “next generation” about their experiences regarding purchasing, product selection and variety of offerings. Trade visitors can look forward to many tips and tricks for successfully marketing floral items in specialist retailers.

Worldskills 2024 - Qualifying at the FDF-World

Wanted: the German participant for the WorldSkills in Lyon

The International World Skills Championship will take place in Lyon, France, from September 10th to 15th, 2024. The Bavarian Regional Association of German Florists organizes and carries out the selection process for the German candidate in the skills sector “Creative Arts and Fashion” in the field of floral design. At WorldSkills, trainees and young specialists from all parts of the world compete every two years in the largest international competition. Participants must not be older than 22 years old. During Worldskills they measure their skills in compliance with very demanding international standards. The preliminary decision takes place in 3 levels at the IPM ESSEN and predominantly creative spontaneous arrangements are produced. The starting shot will be given on Monday afternoon - before the start of the trade fair - with Part I without an expert audience. On the first day of the trade fair, January 23, 2023, the other two levels will take place live on the FDF show stage. Qualifying Part II starts at 10 a.m. and the final Part III begins at 4 p.m., which ends with the announcement of the German candidate in floristry at the World Skills Championship. 1,500 participants from 65 countries in a total of 64 non-academic professions/sectors are taking part in the Worldskills in Lyon. Around 250,000 visitors are expected at the 47th Worldskills in Lyon.

3

Highlight: Stage talk with the world champion florist

On the first day of the trade fair, January 23, 2024, at 1:15 p.m., a very special highlight awaits the trade fair visitors. Nicolaus Peters, world champion of floral design, gives insights into his extraordinary floral career in a very personal interview live on stage. In an interview that FleuraMetz and FDF conducted together with the world champion, the professional audience experienced the person and the floral designer in exchange and conversation. Both FleuraMetz and the association, accompanied and supported Nicolaus Peters in his floristic career and on the way to the Interflora World Cup 2023 in Manchester. At IPM ESSEN 2024 there will be a reunion with the likeable international top florist and interesting insights into his international designer career.