

FDF-INFORMATION

Date: 19. Januar 2023

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IPM ESSEN 2023 - Floristic highlights at FDF

Germany's best florists and international

Floral designers show innovative floristry ideas in Essen

From January 24 to 27, 2023, IPM ESSEN - the world's leading trade fair for horticulture



- will once again be the meeting place for the green industry at the Messezentrum Essen. Here, exhibitors from all over the world will present their innovative products and services in the fields of plants, technology, floristry and equipment. At IPM ESSEN 2023, the green industry will show what it can do!

After a two-year break, national and international top florists will once again meet on the FDF show stage at IPM ESSEN 2023 in January 2023 and inspire the trade audience with floral creations. For the first time after their fantastic victory at the German Florists' Championship/DMF in Berlin, Germany's florist elite will perform on a live stage in front of a large audience. At the invitation of Fachverband Deutscher Floristen e.V./FDF and the internationally positioned cut flower wholesaler FleuraMetz, Germany's master florist Christopher Ernst from Thuringia, runner-up Martin Neumann from Saxony-Anhalt and third-placed Andreas Müssig from Bavaria will present new innovative floristic ideas.

Under the auspices of the international online teaching platform "FLOOS - the crafter's secret" with the charismatic front man Carles J. Fontanillas, international greats of the floristry world are expected in the Ruhr metropolis. The online platform presents renowned greats of the floristry world and is known for unusual floral techniques and innovative floristry recipes from professionals for professionals.

The search is on for Germany's participant in the international young florists' competition for Eurofleurs 2023 in Slovenia. The qualification and final for the European top competition will take place at IPM ESSEN.

The challenge to the battle in the FDF World will be accepted by:

Kim Bücholdt from Mülsen, Anian Friedrich from Prien am Chiemsee, Ramona Kohout from Munich, Lea Sabo from Wietmarschen and Nicole Westermeier from Freising

Other highlights in the FDF World include the floral collection justchrys 2023, which shows new practical and creative floral decoration ideas in the trend for the multi-talented

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chrysanthemum. With these current floristry trends, FDF is providing strong impetus for the marketing of floral creations directly at the point-of-sale in florists' stores.

The IPM Fair Cup will of course also take place again. Under the motto: "Mission: Flower Future", florists and gardeners as well as trainees from the sector are once again invited to present their skills and workpieces in Hall 1A at IPM Essen 2023. In the categories "Bouquet", "Heroes in Pots" and "Container Planting", trade visitors can look forward to the entire range of floristic and horticultural achievements in the new edition of the large trade fair cup.

Other highlights at FDF World include

- XXL rose heart with the quality roses from the Dutch breeder PortaNova
- Novelties showcase cut flowers and plants
- Product gallery with selected assortments of exhibitors with floral needs
- creative florist workshops with talented FDF NewComers from the network #floralproject 3.0
- "just chrys 2023" The LOOKBOOK - New Inspirations with the Trend Flower Chrysanthemum
- be creative. be smart. be successful - an international wholesaler presents innovative concepts, products and new ideas for successful marketing in the floricultural trade
- FDF Trend Area with mood boards and floristry presentations
- www.pflueck-dein-glueck.de - The guide to floristry training
- Masterly floristry - the FDF master florist school Gelsenkirchen introduces itself
- FDF-Meetingpoint & FDF-Café

About Fachverband Deutscher Floristen e.V. / FDF

Strong partner of the florists

The Fachverband Deutscher Floristen (FDF) is the employers' association and professional representative body for German florists. Since 1904, the FDF has accompanied owners of flower stores on their successful way. Among other things, the focus is on qualified training and continuing education for florists. The presentation of the floristic range of services and the promotion of floristic culture in public are further focal points. In addition, there is individual advice for members on professional, tax, insurance and legal issues. Together with partners, the FDF develops sales-promoting marketing concepts and floral product lines for the specialized trade. These design inspirations and new designs are presented to the trade at international trade fairs such as IPM ESSEN. The Fachverband Deutscher Floristen e.V./Federal Association is based in Gelsenkirchen. With its 11 regional associations, the professional organization looks after around 3,500 members nationwide.

The FDF on the Internet: www.fdf.de FB:@FachverbandDeutscherFloristen

FDF STAGE PROGRAM

HALL 1A/GREEN CITY

TUESDAY
24.01.2023

12 pm / Opening

be creative ! be smart ! be successful !
Germany's Master-florist on stage
by FDF & FleuraMetz

WEDNESDAY
25.01.2023

10:30 am

Wanted: Germany's participant at Eurofleurs 2023
Qualification and final at FDF
by FDF & FLEUROP Akademie

12:30 pm

be creative ! be smart ! be successful !
Germany's Master-florist on stage
by FDF & FleuraMetz

3 pm

FLOOS - the crafter's secret
professional floral inspirations & worldwide floral design

THURSDAY
26.01.2023

10:30 am

Wanted: Germany's participant at Eurofleurs 2023
The final
by FDF & FLEUROP Akademie

2 pm

FLOOS - the crafter's secret
professional floral inspirations & worldwide floral design

FRIDAY
27.01.2023

12:00 pm

award ceremony: IPM Messe-Cup 2023



Young talent campaign *Pick your luck*

New image films : Young florists make clear statements for the profession

The Association of German Florists and Fleurop AG are strengthening the "Pflück Dein Glück (Pick your luck)" training campaign. The versatile creative and positive aspects of the profession of florist are presented via various channels in a target group-oriented young visual language. Instagram is



used as a high-frequency, up-to-date information channel. The campaign is now being supplemented by two emotional and visually powerful image films. In them, young florists make clear statements in favour of the profession and explain what they particularly like about it. Sharing and liking are, of course, expressly encouraged. An important platform for this campaign is the website www.pflueck-dein-glueck.de, which brings together all the relevant information about the profession of florist. Training companies are invited to list themselves here and actively offer their training and internship positions. In addition, attention-grabbing merchandise will be distributed as part of the campaign, for example postcards with catchy slogans such as "Shock your parents and say you do something with knives". Trade fair equipment with information counters and roll-ups rounds off the program. The FDF regional associations use these materials to present themselves at training fairs, vocational schools and events for young people and to promote the profession of florist.

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