

INFORMATION



Essen, 26 November 2025

From 27–30 January 2026 at Messe Essen:

Shaping a Green Future at IPM ESSEN 2026

Comprehensive trade fair programme covering current industry topics

From 27 to 30 January 2026, Messe Essen will become the central ordering and communication platform for the international green sector. IPM ESSEN 2026 will cover the entire horticultural value chain – from plants and technology to floristry and garden features. The focus is no longer solely on products, but on strategies for an industry in transition: How can sustainable business practices be implemented? What role does artificial intelligence play now and in the future? How can customers be inspired? And how can horticulture attract skilled professionals and young talent? IPM ESSEN 2026 will provide answers for the upcoming horticultural year.

“IPM ESSEN is the place where the green sector collectively tackles global challenges – in a practical, international and inspiring way,” says Oliver P. Kuhrt, CEO of Messe Essen. “Our visitors experience not only trends but also viable solutions – from climate-resilient plants and new training concepts to sustainable technology.”

Around 1,400 exhibitors from 45 nations are expected at the world-leading trade fair. They will present innovative products and services from all areas of horticulture, complemented by a strong supporting programme of specialist forums, live demonstrations, and competitions. Returning exhibitors include Florensis, Scheurich, Soendgen Keramik and Koopman International.

IPM ESSEN 2026 will again occupy the entire exhibition grounds. The halls are clearly organised by theme, providing professional visitors with precise orientation.

Plants – Halls 1, 1A, 2, 5, 6, 7, 8 and the Galeria

From nursery stock to perennials, herbs, bedding and balcony plants, cut flowers and young plants, the plant sector will be presented in all its



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diversity. The focus will be on plants suitable for a changing climate – heat- and drought-resistant, robust and adaptable.

Hall 2 will host the Gardener Forum, offering expert lectures and discussions. Here, current questions relating to production, marketing and technology in young plant breeding will be explored.

A new feature is the Wood Arena in Nursery Hall 7, which will address topics such as future-proof tree assortments for cities, forests and private gardens, along with proper maintenance and biodiversity-promoting hedges.

Fresh ideas for urban greening projects will also be provided by the Green Cities Europe Award. For the second consecutive year, Messe Essen will host this cross-border industry award.

The Landgard-Ordertage | Frühjahrsedition (Landgard Order Days | Spring Edition) will once again take place in Hall 1A in 2026, seamlessly building on their successful debut last year. The format offers trade visitors an additional, compact platform for ordering and inspiration.

Technology – Halls 3, 4, and Galeria

Resource efficiency, automation, digitalisation – the technology section of IPM ESSEN provides solutions for the demands of modern production. The Horticultural Technology Innovation Center in Hall 4 will showcase pioneering approaches to energy efficiency, water management and logistics.

Of particular interest to both research and practice is the special area Cannabis.NET, where the University of Hohenheim will present current scientific projects on this crop.

Also in Hall 4, the Horticultural Information Center will offer a teaching display showing practical strategies for strengthening plants – from peat-free substrate production and nutrient supply to biostimulants and innovative cultivation methods. It will also serve as the exhibition space for the IPM Novelties Showcase, where the best plant innovations will be awarded on the first day of the trade fair.

Floristry and Retail – Hall 5

Creativity, craftsmanship and inspiration: Hall 5 will be home to the Floristry + Lifestyle area. The IPM Flower Stage will offer daily live demonstrations and workshops from international floral stars, with the highlight being the “Aloha Show” by headliner Björn Kroner. The popular IPM bouquet competitions, where the best young florists showcase their skills, will also take place in this area.

At the same time, the IPM Discovery Center, curated by Romeo Sommers, will inspire visitors with trends for the green retail sector: modern POS concepts, emotive plant presentations and new approaches to engaging consumers.

The Show Your Colours Award will also highlight outstanding marketing concepts, recognising the best sales story centred on a single plant.

Garden features – in all Halls

From shopfitting to IT, from labelling and packaging to decoration and marketing, no horticultural business is complete without the right equipment. Accordingly, these solutions will be integrated into all exhibition halls, thematically aligned with each area.

Internationality as a hallmark

IPM ESSEN stands out for its international diversity. Numerous country pavilions will showcase their characteristic products and expertise – from Belgium to Costa Rica, from China to the USA, and from the Netherlands to Spain. These joint stands provide hubs for professional exchange and act as gateways to new markets. Additional country pavilions will be organised by Turkey, France, Denmark, Italy, the United Kingdom, Poland, Portugal and Israel.

Focus on young professionals

How can young people be inspired to pursue careers in horticulture? The Training Day and the Careers + Future Forum will address the next generation at IPM ESSEN 2026.

A new offering, Young Entrepreneurs Day, will provide a platform for networking among young leaders and personal exchange. Keynote speaker will be musician, extreme athlete and entrepreneur Joey Kelly.



The Congress Center Essen will host additional side events providing further professional depth. The traditional BdB seminar will once again explore strategies for urban greening under the title “Between asphalt and climate change: which trees and shrubs survive?”, while the “GaLaBau Outlook” congress will focus on future trends in landscape architecture and open space planning.

For further information, visit: www.ipm-essen.de