

27.01.2023

The world's leading trade fair for horticulture inspired the international green sector

Climate plants and resource-saving production took centre stage

### **Climate plants and resource-saving production took centre stage**

**"The joy that IPM ESSEN could finally take place again could be felt in every hall and at every stand", Oliver P. Kuhrt, CEO of Messe Essen, sums up. The reunion of the green sector turned out to be more international than expected. Over 40,000 trade visitors from more than 100 countries came to Messe Essen to exchange information and to place orders. There was a wide range of products: 1,330 companies from 46 nations presented their innovations and new products in the fields of plants, technology, floristry and garden features from 24 to 27 January. Climate plants, environmentally friendly packaging and peat alternatives were particularly on trend.**

"The importance of IPM ESSEN for the global green industry remains high even after the pandemic. The internationality of the trade audience is close to the 2020 level. In view of the dynamic market situation of the last few years and the travel restrictions that are still noticeable, this is a great result", continues the tradeshow CEO Kuhrt. The proportion of trade visitors from abroad was 33 percent (2020: 40). At 66 per cent, the proportion of exhibiting companies from abroad was even four percentage points higher than in 2020. Eva Kähler-Theuerkauf, President of the North Rhine-Westphalia Horticultural Association and Chairwoman of the IPM Advisory Board added: "IPM ESSEN 2023 was a complete success. It was good to meet again in our gardening family. The fair also met with great interest internationally. Anyone who was there neither as an exhibitor nor as a visitor definitely missed out a lot."

The 39th International Plant Fair in Essen once again proved to be a high profile ordering platform: around 30 percent of visitors placed orders directly, and more than two thirds plan to conclude deals after the fair on the basis of the contacts made and information received.

"We look back on intensive and successful days at the fair. In all halls, one could vividly experience what horticultural entrepreneurship is all about – be it new technology, new varieties or new business ideas. This is how we can tackle the challenges of the industry. For the ZVG, after the pandemic break, it was an absolute must to be there. The reunion was important for everyone", summarises Jürgen Mertz, President of the Central Horticultural Association (ZVG), the conceptual sponsor of IPM ESSEN.

### **From production to addressing customers: climate change concerns horticulture**

Sustainable production is playing an increasingly important role in horticulture, i.e. the responsible use of energy, water, fertilisers, substrates and plant protection. Various start-ups presented projects and solutions in this regard both in the new Horticultural Technology Innovation Centre and at the Young Innovative Companies stand. For example, CO<sub>2</sub>-storing plant charcoal made from biomass was presented, which stores water and releases nutrients. In the area of pots, recycled plastic and compostable materials dominated. Also on display were smart transport and logistics solutions as well as software.

In the area of plants, "green climate heroes" that can cope with drought, heat and heavy rain were in high demand across all assortments. Special themed tours of sustainable plant ranges provided guidance. The increasingly warmer climate also allows actual houseplants and Mediterranean plants to thrive in the garden. Here, too, a trend for the point-of-sale emerged.

The IPM Discovery Center provided further input with innovative sales concepts and the Speakers' Corner, where the topics included marketing and social media in the green industry. What was striking this year: IPM ESSEN was more present than ever in the social networks. Numerous influencers and podcasters posted and reported on the world's leading trade fair. During the runtime alone, the fair's Instagram channel achieved an increase of 34 percent, its LinkedIn channel of 16 percent.

## **Preview of the floristry year**

IPM ESSEN 2023 was once again the top meeting place for florists from all over the world. Lots of flowers, few leaves, colourful retro looks and powdery pastel brown tones in floral design were the predominant trends. "IPM ESSEN 2023 has presented itself green, ingenious and with a fantastic, innovative floriculture programme. The exhibitors in Hall 5 have reached their customers and in the FDF World we have incited the floricultural world. The sector is inspired, motivated and very well positioned. What is also particularly remarkable is the great interest and motivation of young people: a great many vocational school classes took part in our guided tours this year", says a delighted FDF President Klaus Götz. The rousing live shows on the unique revolving stage also included the preliminary competition for the international championship of young florists "Eurofleurs 2023" in Slovenia. Newcomer Anian Friedrich from Bavaria qualified as the German representative. The industry competition for the IPM Trade Fair Cup also enjoyed a large number of entries. Tanja Korsak, florist at Blumen Westerheide in Mettmann, was the overall winner in the combined bouquet and container planting category.

Further award ceremonies were on the agenda at IPM ESSEN: On the first day of the fair, the best new plants were awarded prizes in the IPM novelty showcase: in the category "Spring Flowering Plant" the Primula polyantha hybrid POLLYANNA, in the category "Flowering Houseplant" the Anthurium andreanum ANTHFYSAN, in the category "Green Houseplant" the Philodendron erubescens 'Pink Bikini'®, in the category "Woody Plant" the Acer campestre 'Street Pillar', in the category "Tub Plant" the Mangave Mad about Mangave® 'Blazing Saddles' and in the category "Cut Flower" the Chamelaucium 'Ever Flowering Wax'. The Audience Award went to the Erysium hybrid RYSI TM 'Winter Spirit' on the Thursday of the fair.

The best storytelling was honoured with the Show Your Colours Award. With its unique colour gradient from red to purple and its fragrant flowers, the hardy rose "Rosa Rosy Boom Colours Change" by Diderk Heinje won the award.

## **Anniversary in 2024**

90 per cent of the trade visitors were satisfied with the range of products and services at IPM ESSEN 2023. 91 per cent are planning a repeat visit, 92 per cent recommend IPM ESSEN to others. On the part of the exhibitors, 95 percent plan to participate again. The next opportunity will be from 23 to 26 January 2024, when the 40th IPM ESSEN will be launched at Messe Essen with a special anniversary programme.

24.01.2023

39th International Plant Fair IPM ESSEN ceremonially opened

Plant novelties awarded in six categories

### **Plant novelties awarded in six categories**

The 39th International Plant Fair IPM ESSEN has started. Messe Essen welcomed around 300 guests to the official opening ceremony - including representatives from business and politics such as the Consul General of Great Britain Rafe Courage and the State Secretary in the Federal Ministry of Food and Agriculture (BMEL) Silvia Bender. The first day of the fair was also dedicated to innovations: In the "IPM Novelty Showcase" competition, awards were presented to the best plant innovations.

With Great Britain as the partner country, the opening ceremony was also under the British flag: The Consul General of Great Britain was welcomed by the sounds of bagpipes. "The friendship between Germany and Great Britain is - to put it in the words of the fair - deeply rooted. I am sure that IPM ESSEN contributes a very important part to this," said Courage in his speech.

High energy prices, peat substitution and shortage of skilled workers - in the opening ceremony of IPM ESSEN it became clear: The green industry is facing many challenges. The President of the Central Horticultural Association Jürgen Mertz emphasized in his speech: "For the horticultural companies, crises also always mean opportunities. With the right political framework conditions, we can and will take advantage of them." Silvia Bender, State Secretary at the BMEL, assured the horticulture sector of support and praised the close and valuable cooperation that had already become apparent with the peat reduction strategy.

### **New plant varieties awarded**

During the opening of the fair, the IPM novelties were again awarded. 33 plant exhibitors with a total of 63 cultivars took part in the "IPM Novelty Showcase" competition, which was jointly organized by the Zentralverband Gartenbau e. V. (ZVG) and Messe Essen for the 14th time this year. Eva Kähler-Theuerkauf, President of the North Rhine-Westphalia Horticultural Association, and the reigning Flower Fairy Regina Haindl presented the certificates to the award winners.

In the category of spring bloomers a whole series made the race in 2023: the Primula polyantha hybrid POLLYANNA with the varieties 'Flame', 'Frosty White' and 'Sunny Yellow' from the company Kientzler Jungpflanzen from Gensingen. As the first filled-flowering stem primroses from meristem culture they are true to variety and also really always filled. Full and numerous flower stems guarantee a long flowering period from mid-February until May.

In the category "Flowering Houseplant" the award "IPM Novelty 2023" was given to Anthurium andreanum ANTHFYSAN 'Delicata' by Anthura from the Netherlands. The almost black-green foliage combined with the warm red of the flowers makes this anthurium something very special.

In the category "Green houseplant" won the *Philodendron erubescens* 'Pink Bikini' ® from the company Ornamentex B.V. from the Netherlands. Flamingo-like fields and thick red stems are a feast for the eyes and are in line with the trend for variegated plants.

A field maple is the winner in the "Woody Plants" category. The *Acer campestre* 'Street Pillar' of the company Concept Plants B.V. from the Netherlands convinced the expert committee and awarded it as "IPM Novelty 2023". In times of climate change, the field maple is one of the most interesting trees of the future. Above all, it is one of the few Central European climate heroes. The young foliage of 'Street Pillar' is brilliant green, changing to a deep, dark color in summer. The columnar growth is recommended for narrow streets, but also for private gardens as a house tree with climate character.

In the category "Potted Plants" the expert committee chose the Mangave Mad about Mangave ® 'Blazing Saddles' from the company Gootjes-AllPlant B.V. from the Netherlands. This plant meets all current requirements for a climate resilient plant. It is heat tolerant, tolerates intense sunlight and needs hardly any water. It shines with intense green foliage that appears to have red speckles.

In the cut flower category, the *Chamelaucium* 'Ever Flowering Wax' won the race. The name says it all about this Australian wax flower from Nir nursery in Israel. The 'Ever Flowering Wax' impresses with its almost year-round harvest time. This increases the cultivation value of this drought-tolerant variety, breaks harvest peaks and enables a continuous supply to the trade and thus to the consumer.

In Halls 1A and 2, all the plant novelties submitted will be on display. On Thursday, the public's favorite will also be determined.

23.01.2023

The world's leading trade fair for horticulture IPM ESSEN shows innovations and trends for plants, technology, floriculture and the retail trade

Trendsetting technology, plant innovations and retail concepts at a glance

### **Trendsetting technology, plant innovations and retail concepts at a glance**

The international green sector has been waiting for this: IPM ESSEN opens its doors again after a break due to the pandemic. The world's leading trade fair for horticulture will attract visitors from 24 to 27 January 2023 with a full supporting programme, trend-setting products and numerous networking and ordering opportunities. 1,330 Exhibitors from a total of 46 nations are expected at Messe Essen. The trade visitors will experience further developments and innovations in the fields of plants, technology, floristry and garden features throughout the entire fairground. Great Britain will be presenting itself as the partner country.

"In view of the current economic and ecological challenges, the desire for an exchange of information and innovations is high. IPM ESSEN offers the ideal platform to work out solutions around topics such as sustainable production, fragile supply chains or the shortage of skilled workers. After three very dynamic years, Essen will again be the meeting place for the global green sector for four days with the International Plant Fair. We are looking forward to more than 1,300 exhibitors," Oliver P. Kuhrt, CEO of Messe Essen, gives an outlook and continues: "The response is excellent, even though the Asian market is notoriously reticent; unfortunately, the strict travel regulations in particular are still making it difficult to plan the fair this year."

### **„Quintessentially Green & British“**

Supported by the British Department of International Trade and the British Embassy, Great Britain will present itself as the partner country of IPM ESSEN 2023. The exhibitors on the joint stand in Hall 7 will show products from the fields of plants, technology and equipment. Another highlight is the International Horticultural Forum. Under the motto "Quintessentially Green & British", it will deal with sustainability issues, the value of new plants and the marginal farm model. A delegation of British gardeners will visit the fair to find out about new products. There will also be live British music and bagpipes to entertain visitors.

### **The exhibition areas at a glance**

The "Plants" exhibition area is represented in Halls 1, 2, 5, 6, 7, 8 and the Galeria: from cut flowers, bedding and balcony plants, herbs, snack vegetables and indoor plants to Christmas trees, perennials and woody plants. Among them are many new varieties and further developments. New themed tours on climate trees and perennials with a meeting point in Hall 6 show sustainable plant ranges.

In the technical area in Halls 3, 4 and the Galeria, resource-saving production is one of the top themes. With the new Innovation Centre for Horticultural Technology in Hall 4, trade visitors will have an exclusive place to find out about smart technology and get advice. In addition, gate reduction plays a role and start-ups as well as research and scientific institutions present current projects.

Hall 5 is home to exhibitors from the "Floristry" sector. Plug-in sponges, ribbon, felts, vases, cachepots, plant bowls, decorative elements and greeting cards are part of the range. The Concept Store will be celebrating its premiere, presenting complementary assortments for the specialist trade in an open concept ranging from tableware to delicatessen. In Hall 5, young companies will also be presenting their ideas at the "Young Innovative Companies" joint stand, which is sponsored by the German government.

The "Garden Features" area is spread across the entire grounds. It includes software and cash register systems, labels and displays as well as shop fitting and accessories for the presentation of goods. This is also what the IPM Discovery Center in Hall 7 is all about. Green stylist and creative director Romeo Sommers stages the exhibitors' products in coherent and sales-boosting concepts for the point of sale.

The Green City in Hall 1A attracts visitors to the world's only revolving stage with live floristry from master craftsmen, inspiring showrooms and workshops. The Association of German Florists (Fachverband Deutscher Floristen – Bundesverband FDF) will be presenting itself as a partner. Green City is also home to other green associations. For example, the North Rhine-Westphalia Horticultural Association (Landesverband Gartenbau Nordrhein-Westfalen), together with the Central Horticultural Association (Zentralverband Gartenbau) and its sub-associations, will be inviting visitors to the Horticultural Information Centre.

### **Opening hours and tickets**

IPM ESSEN will be open from 24 to 27 January 2023 at Messe Essen for trade visitors only, from 9 a.m. to 6 p.m. on Tuesday to Thursday and from 9 a.m. to 5 p.m. on Friday.

Further information and tickets at: [www.ipm-essen.de](http://www.ipm-essen.de)

23.01.2023

Facts and Figures IPM ESSEN 2023

23.01.2023

These are the programme highlights

Four days full of trends, innovations and expert discussions

### **Four days full of trends, innovations and expert discussions**

IPM ESSEN will be taking place at Messe Essen from 24 to 27 January 2023. Numerous specialist forums, special shows and themed tours invite visitors to find out about trends, innovations and challenges of the future. The fair and its cutting-edge complementary programme also offer numerous opportunities to make valuable contacts and to take order and investment decisions.

These are the highlights of the fair at a glance:

### **Innovations Showcase**

The competition for the best plant innovations has been held at IPM ESSEN since 2008. The Zentralverband Gartenbau (Central Horticultural Association) and Messe Essen jointly call on all exhibitors to submit their innovations. The plants exhibited will be judged by an expert jury. From the assortments of flowering and green indoor plants, spring-flowering plants, bedding and balcony plants, cut flowers, perennials, woody plants and tub plants, the most attractive plant in each category will be chosen as the "IPM Novelty 2023" on the opening day, 24 January.

### **Climate trees, perennials and urban greenery**

On Wednesday, 25 January, from 10 a.m., the seminar "Tree.City.Climate Adaptation" is on the agenda under the auspices of the Association of German Tree Nurseries (BdB) as part of the campaign "More Green Cities for Europe". The event will highlight current experiences in the production, implementation and maintenance of urban greenery, especially urban trees, from three different perspectives. From 5.30 p.m., the BdB, together with the European Nurserystock Association (ENA), invites you to the European Nursery Reception at its stand in Hall 7 for further discussions. In addition, daily tours will be offered on the topics of "Climate Trees" and "Perennials". The starting point for the theme tours is the new Meeting Point in Hall 6 with expert advice and information. Partners are the Association of German Nurseries, the Association of German Perennial Gardeners and the Staudenring.

### **Green career**

On Wednesday, 25 January, from 10 a.m. onwards, the fair day will be devoted to young people in the sector when the green associations jointly organise the "Training Day". One day later, at 10.30 a.m., Ulmer Verlag will present perspectives for young managers in the "Career + Future" forum. The "Green Career Wall" in Hall 1A with job offers and applications rounds off the programme.



## **International Horticultural Forum with partner country Great Britain**

The latest news on British horticulture at first hand: the International Horticultural Forum with partner country Great Britain offers the opportunity to do so on Thursday, 26 January, at 2 pm. Under the heading "Quintessentially Green & British", the event will deal, among other things, with sustainability, the value of new plants and the current marginal farm model.

## **GaLaBau Outlook**

On Thursday, 26 January, from 10 a.m., the NRW Garden, Landscape and Sports Ground Construction Association will provide new input on the subject of "Climate Change, Economy, Sustainability - Opportunities for a Green Future" with its future congress "GaLaBau Ausblicke".

## **Show your Colours Award**

Who has the best marketing story? This is what the Show Your Colours Award is all about, which is jointly organised by IPM ESSEN and BIZZ Communications. The plants submitted and their stories will be exhibited in Hall 8. In addition to a jury of experts, visitors to the fair can also choose their favourite. The award ceremony will take place on Thursday, 26 January, at 3 p.m. at the BIZZ Communications stand in Hall 8.

## **IPM Fair Cup**

The theme of the three-part competition in the categories "Bouquet", "Green Hero in a Pot" and "Container Planting" is "MISSION: FLOWER FUTURE". The wake-up calls of the young, climate and environmentally conscious generation cannot be ignored. Florists and gardeners, from apprentices to master craftsmen, are called upon to express their love of diverse and flowering nature with a personal statement. The award ceremony will take place on Friday, 27 January, at 12 noon in the Green City in Hall 1A.

## **New: Horticultural Technology Innovation Centre**

The Innovation Centre Horticultural Technology in Hall 4 is a forum where trade visitors can expand their knowledge of current and future-oriented technology topics such as sustainability, gate reduction, automation and energy. The forum is accompanied by an exciting specialist programme with innovative approaches to solutions for challenges within the sector, as well as product and project presentations.

## **Teaching show "Gardeners can do it!"**

For years, horticultural businesses have been caught between numerous demands to meet environmental policy goals and their own demands for the production of natural products from the point of view of resource conservation. The educational show in the Green City in Hall 1A will present a number of starting points and bases for discussion on this subject and the possibilities that horticulture is already using or will use.

## **For garden centres and the green trade: IPM Discovery Center**

Green stylist Romeo Sommers presents POS concepts with strong sales potential in the IPM Discovery Center in Hall 7. Every day at 10 a.m. and 2.30 p.m., those interested will learn more about current retail trends and how to inspire the customers of tomorrow in guided tours. In the integrated Speakers' Corner, market forecasts, trends, aspects of HR management and marketing as well as changes for the flower and plant market will be discussed.

## **Experience trend floristry**

The Association of German Florists invites you to the inspiring FDF World in the Green City, Hall 1A. Top national and international floral designers will meet on the revolving stage and inspire the trade public with floral creations. The numerous product presentations provide new input for a successful business year. Among other things, visitors can look forward to the new "justchrys 2023" collection, which shows practical and creative ideas for the multi-talented chrysanthemum.

There is a lot to discover and try out at the large action and trend stand at the BLOOM's World special show. The range includes event floristry for weddings, natural funeral floristry and creative workshops for visitors to take part in. The blossoming Relax & Talk Area invites you to specialist talks and to exchange ideas with experts.

## **New: Concept Store in Hall 5**

The Concept Store will celebrate its premiere. The open and modern retail concept shows complementary ranges for the green trade. Whether trendy tableware, home textiles, delicatessen or soaps - here visitors will find new ideas and input for their own business.

## **All-round information with the new e-book of IPM ESSEN 2023**

Compact, digital and up-to-date: the new e-book at <https://vibook.ipm-essen.de> of IPM ESSEN provides an overview of all programme items of the world's leading fair. Links lead to the details of the individual side events as well as information offers and are constantly updated.

From Monday, 23, to Friday, 27 January, IPM daily will be published in cooperation with Eugen Ulmer Verlag - a digital newsletter that summarises all the highlights of the day and reports on the events and products of IPM ESSEN 2023 as well as industry news. Click here to register:

23.01.2023

IPM ESSEN 2023: Green future as leading theme of the Discovery Center

Experts provide valuable impulses for business in Speakers' Corner

### **Experts provide valuable impulses for business in Speakers' Corner**

The IPM Discovery Center at IPM ESSEN offers inspiration for the green sector. Innovative products and ideas that inspire customers at the point of sale are the focal points here. Green stylist Romeo Sommers is designing this area in exhibition hall 7 and this year is focusing on the green future.

"More and more people will be living in cities, so it's important to make these places comfortable and healthy," Sommers gives an initial outlook. "At the IPM Discovery Center, I want to show what plants can do for this: They make drought and heat more bearable, protect against heavy rain and make an important contribution to clean air and our health." Romeo Sommers sees a trend toward local production in the city. He will map that in the IPM Discovery Center, as well as the mega-topics of recycling and the circular economy.

### **These are the exhibitors in the Discovery Center at IPM ESSEN 2023**

Suitable exhibitors will flank the concept of the IPM Discovery Center and show what is already possible today. For example, the company "Air so Pure" will present air-purifying plants. Particularly long-lasting plant pots made of recycled material are produced by "The Pots Company". "Fusion Colors" has a real eye-catcher in its portfolio, as the company offers a mini garden in a bottle as a creative gift idea. Other exhibitors are Anthurium, Cultivaris, Decowraps, Desch Plantpak, Deutsche Cuxin Marketing, Floramedia, Hackboe, Kahler, Newwen, Old Fruit Trees, Plantics, Plantipp, Rijnbeek Perennials, RiPlant, Sakata, Seed 2 Soil and Wir sind Garten.

### **Live impulses in the Speakers' Corner**

On all days of the trade show, experts will share their knowledge in lectures and discussions at the IPM Discovery Center. This is where visitors will find the Speakers' Corner with its daily changing topics. On the first day of the fair, the focus will be on market forecasts and trends. Among others, green stylist Romeo Sommers, by Romeo, and Manfred Hoffmann from the Association of German Florists will present trends, inspirations and ideas for 2023. Monique Kempermann of Blumenbüro Holland will speak about "Sustainability vs. the Consumer." Modern personnel management is the focus of the second day of the trade fair, where the NRW Horticultural Association will be presenting its Green Campus, among other things. Best practices from the area of communication are on the agenda on the Thursday of the fair. Torsten Brämer will report on the community management of the "Wir sind Garten" platform, and influencer Michael Perry, known on Instagram as Mr Plant Geek, will focus on the importance of social media. Also taking part will be Tristan Heinen-Bizjak, the gardener behind Landgard's "1,000 good reasons" campaign. The last day of the fair will be devoted to market changes in horticulture. Speakers include representatives of Nabu and the Bundessortenamt.

Frank Teuber will lead the Speakers' Corner program. He will also moderate the group discussion, which will

take place at the end of each day's event.

### **Joint stand Young Innovative Companies**

IPM ESSEN 2023 offers its trade visitors numerous other opportunities to discover innovations in the industry. A special recommendation is the joint stand of the Young Innovative Companies in Hall 5, which will include the company Wundergarten with climate-protecting products made from plant charcoal and MainBaumWächter with sustainable tree watering bags. Other exhibitors are Bionero, Communicate2Integrate (Florja division), Junger Spross, Restberry and Secalfloor.

More information at [\*\*www.ipm-essen.de\*\*](http://www.ipm-essen.de)

23.01.2023

CHA Horticultural Forum at IPM Essen to host DEFRA as it discusses new approach for Import/Export Border Controls

23.01.2023

Market description IPM ESSEN 2023: Plant market defies economic uncertainty

Flowers and plants are becoming increasingly valued by the general public

23.01.2023

International joint booths show the world of horticulture

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

### **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.

#### **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, Alstromeria, 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).

23.01.2023

IPM ESSEN 2023 - Floristic highlights at FDF

21.11.2022

IPM ESSEN at the German Growtech joint stand

Exhibitors benefit from new sales opportunities in Turkey

### **Exhibitors benefit from new sales opportunities in Turkey**

The IPM ESSEN will be participating in a joint stand at Growtech in Turkey. From 23 to 26 November, more than 600 exhibitors will showcase their products and services for the horticultural sector in Antalya. The German Pavilion would also like to present itself to the international trade visitors. "We are very pleased to be attending Growtech with our exhibitors. This gives German companies the opportunity to decisively expand their market radius and open up new target markets," says Andrea Hölker, Project Manager of IPM ESSEN.

The German joint stand is promoted and organised by the Federal Ministry of Economics and the Federal Ministry of Agriculture of Germany. In this way, the ministries support German companies participating in trade fairs abroad. In addition to IPM ESSEN and the Federal Ministry of Agriculture, the following companies are participating in the German Pavilion at Growtech: Humintech GmbH, Menno Chemie-Vertrieb GmbH, Otte Metallbau GmbH & Co. KG, pulsFOG Dr. Stahl & Sohn GmbH, Reimann Spinnerei und Weberei GmbH and STEP Systems GmbH.

Exhibitors can expect four eventful days at the fair in Antalya, because Growtech is regarded as an important fair for horticultural technology and horticulture production. Among others, suppliers from the product groups greenhouse and technologies, irrigation systems and technologies, seeds, plant nutrition as well as plant protection will show innovations and new developments. The exhibitors at this year's Growtech come from over 20 countries; in addition to Germany, Spain, France, the Netherlands and South Korea will be represented, among others.

Further information at: [www.ipm-essen.de](http://www.ipm-essen.de) and at [www.growtech.com.tr](http://www.growtech.com.tr)

15.11.2022

Focus on the future of horticulture

Sustainability and climate change are defining themes of the world's leading fair

### **Sustainability and climate change are defining themes of the world's leading fair**

After the latest IPM ESSEN advisory board meeting, the participants agreed: horticulture is facing major challenges. In addition to the shortage of skilled workers and climate change, the energy crisis is a particular concern for the green sector. Modern technology can be an instrument to make production fit for the future. IPM ESSEN will therefore focus on the technology sector from 24 to 27 January 2023. The new "Horticultural Technology Innovation Centre" will celebrate its premiere in Hall 4.

"We are tackling the challenges of the industry together. The best opportunity for this is the next IPM ESSEN. At the beginning of the year, it will be the trend-setting platform for the green sector, where our topics will be discussed expansively and innovations will be presented", says Eva Kähler-Theuerkauf, Chairwoman of the Advisory Board and President of the North Rhine-Westphalia Horticultural Association.

### **Horticultural Technology Innovation Centre - what is planned**

Companies and start-ups, as well as research and science, will present their products and projects in a joint area in Hall 4. In addition, panel discussions and keynote lectures will encourage exchange and provide information on the current state of science. What possibilities horticulture is already successfully using for sustainable and energy-saving production will also be the subject of the educational show in the Horticulture Infocentre in Green City. The motto is "Gardeners can do it! - Conserving resources and producing sustainably".

### **Tours on the subject of climate trees and perennials**

What are the trees of the future? Which plants are tolerant of heat, drought, heavy rain and storms? Climate change is also making itself felt in urban green spaces. Green space authorities and planners want to use plants that can also cope with difficult climatic conditions. IPM ESSEN is therefore once again offering tours on the subject of "climate trees". In order to also focus on the promotion of biodiversity, this offer will be extended for IPM ESSEN 2023. In cooperation with the Bund deutscher Staudengärtner, the Stauden Ring and selected exhibitors, perennial plant tours will be offered. The meeting point for this is Hall 6.

25.10.2022

Great Britain is the partner country of IPM ESSEN 2023

British horticulture will be the focus of the world's leading trade fair for four days

### **British horticulture will be the focus of the world's leading trade fair for four days**

The official partner country of the coming IPM ESSEN is Great Britain. From 24 to 27 January 2023, the Kingdom will be the focus of the world's leading trade fair for horticulture. Companies from the exhibition sectors of plants, technology and equipment will come to Messe Essen to present themselves and their products "made in the UK" on a British pavilion. The International Horticultural Forum will provide insights into current developments in the green sector in Great Britain. The CHA - Commercial Horticultural Association will be in charge of the preparations and activities surrounding the partner country appearance, supported by the British Department for International Trade (DIT) and the British Embassy.

"The CHA is proud to be working with the organisers of IPM ESSEN in representing Great British Horticulture there in 2023. As the partner country for this important international show we are promoting the expertise, diversity and innovative technology that Great Britain can bring to the world and commercial horticulture. We look forward to a very busy show and showcasing what Britain does best, thank you for the opportunity," says Pat Flynn, Trade Association Manager CHA.

The different climates allow the island nation to produce a wide range of horticultural products. Many new plants will be travelling to Essen: Whetman Plants International is launching two compact, fragrant, bee-friendly and drought-tolerant *Choisya* at IPM ESSEN: *Choisya x dewitteana* 'Little Bee' PBR and *Choisya x dewitteana* 'Little Honey Bee' PBR. New compact clematis cultivars from the Raymond J. Evison programme such as 'The Duchess of Cornwall Evipo118', 'Tsukiko™ Evipo110', 'Ravel™ Evipo122', 'Issey™ Evipo081' and 'Poseidon™ Evipo113' will be shown by Guernsey Clematis Nursery. The exhibitor Fairweather's Nurseries from the southern English county of Hampshire specialises in growing *Agapanthus*. The assortment comprises more than 50 varieties and will be presented at IPM ESSEN 2023.

In addition to plants, trade visitors can also expect innovations in the field of technology and equipment: from environmentally friendly and growth-promoting reusable pots from Caledonian Trees and cost-effective LED lighting solutions especially for horticulture from INDO Lighting to customisable labels, packaging and sales materials from PPC Labels and sustainably produced gardening supplies from Tyne Moulds & Machinery.

### **Supporting programme under the British flag**

Andrea Hölker, Project Manager of IPM ESSEN: "We are very pleased that Great Britain will be the partner country of the next IPM ESSEN and will put its horticulture in the focus. As the world's leading trade fair, we are thus making a valuable contribution to better networking within the international green sector."

The German-English International Horticultural Forum on 26 January 2023 at 2 p.m., for example, offers an opportunity for this. Presentations by British and German experts will shed light on current industry topics.

Visitors will gain a detailed insight into British horticulture and have the opportunity to talk directly to the speakers. Panelists include Raymond J. Evison of Guernsey Clematis Nursery, Patrick Fairweather of Fairweather's Nurseries and Matt Appleby, editor of Horticulture Week, the UK's leading horticultural magazine.

Official visits to the UK pavilion are planned as part of the partner country presentation. On the first day of the fair, it will be a stop on the opening tour with industry representatives from business and politics. The CHA will also invite a delegation of British growers to IPM ESSEN 2023. Entertainment typical of the country will also be provided, including live British music.

Further information and tickets at: [www.ipm-essen.de](http://www.ipm-essen.de)

04.08.2022

IPM Concept Store celebrates premiere at IPM ESSEN 2023

New special area for interiors, floristry and gourmet food

### **New special area for interiors, floristry and gourmet food**

A new offer awaits trade visitors at IPM ESSEN 2023: the IPM Concept Store will be launched for the first time at the next edition of the world's leading trade fair for horticulture from 24 to 27 January at Messe Essen. An open and modern retail concept creates an attractive exhibition framework for the personal and individual presentation of products from the fields of home accessories, gift articles, tableware, stationery, floristry supplies, garden gourmet and delicacies. In addition, the IPM Concept Store will be presented digitally. Interested exhibitors can now secure a stand space.

"The green trade is focusing on an extended range of products. The focus is increasingly on themed and living worlds that combine different product groups and niches. Plants and flowers are presented next to tableware, sofa cushions or liqueurs. This mix creates a modern shopping experience. Specialist retailers and garden centres have already discovered this trend for themselves, which will now be taken up in the IPM Concept Store. The area also opens the door to the green sector for companies that have had little contact with garden centres up to now. There is real added value for the trade visitors", explains Andrea Hölker, Project Manager of IPM ESSEN.

### **High-quality product presentation on site and digitally**

The new IPM Concept Store in Hall 5 creates a special shopping ambience with its open and modern presentation concept. An integrated lounge area with a café and a view into the Grugapark invites visitors to exchange. The range of goods can be individually staged according to personal ideas. In addition, touchpoints in the digital IPM Concept Store lead to exhibitor contact and further product information - during and after the fair.

A stand can be booked for as little as two square metres, so that your own products can find their place in the new exhibition concept at IPM ESSEN 2023 with little effort.

Further information and registration at: [www.ipm-essen.de](http://www.ipm-essen.de)

19.05.2022

Promoting public greenery together: IPM ESSEN and Haymarket initiate delegation trip with the city of Essen

Grugapark Essen and Thenford Arboretum in transnational exchange

## **Grugapark Essen and Thenford Arboretum in transnational exchange**

**Parks have been popular places for leisure and recreation at least since the Corona pandemic. According to a recent study, the time spent in green spaces has doubled since 2019. In order to promote public green spaces, the Grugapark Essen and the Thenford Arboretum in England want to exchange ideas with Essen's Lord Mayor Thomas Kufen and other representatives of the city and the green sector during a delegation trip. What the two green spaces and their home cities have in common and what they can learn from each other will be discussed in England on 23 and 24 May 2022. The initiators of the trip are the International Plant Fair IPM ESSEN and Haymarket Media, one of the most important publishing houses of the green industry in Germany.**

"We have a long partnership with Messe Essen, which is in close contact with the neighbouring Grugapark. We as Haymarket Media and publisher of TASPO have a direct connection to Thenford Arboretum through our publishing founder Lord Michael Heseltine. The idea of bringing all those involved together was obvious and close to our hearts, so that we consequently undertook a delegation trip to England together with the city of Essen", Uwe Schütt, Managing Director of Haymarket Germany, explains the background to the trip. Oliver P. Kuhrt, CEO of Messe Essen, adds: "As the world's leading trade fair for horticulture, we see ourselves as having a share of responsibility when it comes to promoting the exchange about public green spaces. We have an excellent international network, which we are now using once again to promote horticultural topics."

Thomas Kufen, Lord Mayor of the City of Essen: "The City of Essen and the topic of green belong together. Whether it is Europe's Green Capital, host of the world's leading trade fair IPM ESSEN or also organiser of the International Garden Exhibition IGA 2027 - we have concentrated competence in sustainability. We are constantly expanding this competence and are open to new impulses. The trip to England gives us the opportunity to get to know other concepts and at the same time to make our own projects better known in the world."

## **A red maple for the Thenford Arboretum**

In addition to Lord Mayor Thomas Kufen, other members of the jury include Simone Raskob, Head of the Department for Environment, Transport and Sport of the City of Essen, Melanie Ihlenfeld, Head of the Green and Gruga Department, Eva Kähler-Theuerkauf, President of the NRW Horticultural Association and Chairwoman of the IPM Trade Fair Committee. and Chairwoman of the IPM Advisory Board, Christoph Dirksen, Chairman of the North Rhine-Westphalia Nursery Association in the Association of German Nurseries and Member of the Management Board of Wilhelm Ley GmbH, as well as Uwe Schütt and Oliver P. Kuhrt were among the participants of the two-day delegation trip. A red maple of the Acer rubrum Redpointe® variety is to be planted in the Thenford Arboretum as a symbolic gift. The tree is donated by the North Rhine-Westphalia Nursery Association and the Ley Nursery. "We are very supportive of international exchange and would like to continue promoting it in the future. Only together can we advance the green sector with good ideas. The tree as a sign of growth and renewal is a reminder of this. It will make the park happy for centuries to come with its robustness, beautiful growth and colourful autumn colouring," says Dirksen.



Lord Michael Heseltine, founder of Haymarket Media Group, former Deputy Prime Minister of the United Kingdom and a Vice President of the Royal Horticultural Society and his wife, Lady Heseltine, created the 35-hectare [Thenford Arboretum](#) in the 1970s. It is situated near Banbury between Birmingham and London. The arboretum is part of Haymarket's horticultural activities and since 2002 the general public has been allowed to enjoy the more than 5,000 trees, shrubs and perennials. Just as in the Grugapark, the centrepiece is a botanical garden. Lord Heseltine, who has visited IPM ESSEN and Grugapark in 2007, is looking forward to the announced visit: "We love being hosts and are happy when we can provide our guests with ideas and enjoy receiving new ones in return."

### **IPM ESSEN and TASPO want to continue cooperation**

IPM ESSEN is a long-standing headline sponsor of the TASPO Awards, which are presented in Berlin at the end of the year and honour outstanding achievements in horticulture. The world's leading trade fair for horticulture and the newspaper for the green market want to continue their cooperation in the future. The signing of the contract will therefore also be part of the trip.

11.04.2022

New members strengthen the IPM advisory board

Experts provide important impulses for the world's leading horticultural trade fair

### **Experts provide important impulses for the world's leading horticultural trade fair**

**The IPM advisory board has grown: Dirk Bader, Member of the Landgard Executive Board, and Klaus Götz, President of the Federal Trade Association of German Florists, are now members of the committee. In total, the advisory panel now consists of 17 experts from business, trade and politics. They provide important impulses for the world's leading trade fair for the green sector and are significantly involved in its further development in terms of content and strategy. Oliver P. Kuhrt, CEO of Messe Essen: "I am delighted about this top-class professional support. This commitment impressively underlines the importance of IPM ESSEN."**

Future topics are particularly important to Dirk Bader, Member of the Executive Board of the Landgard producers' cooperative: "As a cooperative marketer with around 3,000 members, we see ourselves both nationally and internationally as an innovative, green and sustainable partner for our member farms and clientele. This fits in perfectly with IPM ESSEN as the world's leading trade fair for horticulture, which presents new solutions and innovations for the green sector every year. Our aim is to offer visitors added value with presentations, products and sustainable concepts, which we are continuously developing in order to further sharpen the character of IPM ESSEN as a meeting place, information platform and innovation driver. On behalf of Landgard and also personally, I am particularly looking forward to contributing through my participation in the trade fair advisory board to putting green products even more in the spotlight and to increasingly focusing on important topics such as climate change, sustainability and resource conservation."

### **FDF-President Klaus Götz focuses on the potential of creative floristry**

Klaus Götz is President of the Federal Trade Association of German Florists (Fachverband Deutscher Floristen – FDF). The master florist from Heilbronn is looking forward to his cooperation in the advisory board of IPM ESSEN, of which the FDF is a long-standing member: "I see my task in this committee as promoting the industry-related orientation of IPM ESSEN and bringing in the interests of our sector. Florists stage the products of the green sector creatively and full of emotion. They enhance green products with their art of design and strengthen their perception as a cultural asset. We will show this potential of creative floristry in the diverse presentations in the FDF World in Hall 1A. It is a unique selling point of this leading world trade fair that it represents the entire green sector and thus forms a mirror of the complex green market for national and international exhibitors and visitors. Floriculture and floral supplies play a very important role in this concert."

Next time the green sector will meet at the [IPM Summer Edition](#) at Messe Essen from 13 to 14 June 2022.

15.11.2021

Horticultural trade fair shows diversity of Latin American products

Strategic meeting place for horticulture in Central and North America

### **Strategic meeting place for horticulture in Central and North America**

Ornamental Plants & Flowers MÉXICO is the latest foreign event of IPM ESSEN, the world's leading trade fair for horticulture. From November 17-19, some 80 national and international exhibitors will present their products and services for the industry at Centro Citibanamex. The exhibition areas range from cut flower and plant breeding to technical innovations and products for horticulture and landscaping to floristry. An extensive program of lectures, workshops, competitions and excursions will put the spotlight on Latin America's plant and flower diversity. For the first time, the trade fair will be supplemented by an online offering to provide trade visitors with new impulses virtually as well.

This year, exhibitors from the Netherlands, France, Canada, the USA, Colombia and Mexico, among others, will be taking part in Ornamental Plants & Flowers MÉXICO. They will be presenting their products and services to trade visitors, who will mainly include plant breeders, landscape architects, gardeners and florists. The supporting program offers a comprehensive overview of market developments and floral trends in Latin America. The trade fair organization invites visitors to take part in excursions to visit producers of cut flowers and pot plants.

### **Events around plant novelties, floristry and horticulture**

A special added value for the visitors is guaranteed by the comprehensive lecture program on the exhibition grounds. For example, the status quo and the future of horticulture and cut flower production will be discussed at the "Mexican Floriculture 2022-2030" forum. The Netherlands, the partner country of the fair, will be organizing the "Circular Economy" forum, in which dutch experts will present new cultivation methods. Floral displays of the highest standard can be seen in the "Creación Master Room for Floral Design". Visitors can vote on their plant favorites in an exhibition of ornamental plant novelties.

### **Be there online with digital access**

Interested parties who are unable to travel to Mexico due to the Corona pandemic can obtain information online at Ornamental Plants & Flowers MÉXICO powered by IPM ESSEN. The digital platform "e-B2B Connect" enables direct contact between exhibitors and visitors, displays product information and also various trade fair program items.

### **Make a note of the date**

The date for next year's Ornamental, Plants & Flowers MÉXICO powered by IPM ESSEN has already been

fixed: from November 16 to 18, 2022, the Centro Citibanamex in Mexico City will once again be the meeting place for the green industry in Latin America.

Further information at: <https://opfexpo.com/>

14.09.2021

IPM ESSEN and BGI Trade Center cooperate for another three years

BGI Trade Center continues success story

BGI Trade Center continues success story

It is an institution at the world's leading trade fair for horticulture: the BGI Trade Center. The joint stand of the German flower wholesalers and importers is one of the most popular points of contact at IPM ESSEN. With the extension of the partnership, the success story is writing a new chapter. At a recent meeting at Messe Essen, the signing of the cooperation agreement until 2024 took place. The preparations for IPM ESSEN 2022 are in full swing.

"We are very pleased that we have extended our cooperation, which has existed for more than 20 years, for another three years. The BGI Trade Center is one of the most important partners of IPM ESSEN and a crowd puller with international appeal. It brings valuable exhibitors and visitors to Essen with the aim of networking them", says Oliver P. Kuhrt, Managing Director of Messe Essen.

At the BGI Trade Center, the mix of exhibitors represents the market diversity within the green sector. In addition to wholesalers and importers, international producer associations, logistics and packaging companies as well as IT service providers will also be represented. Furthermore, organizations active in the field of quality management and certification will present themselves.

All signs for the BGI Trade Center at the next IPM ESSEN are green. "We are registering a large number of registrations from all over the world. The area is very well booked. We are at the level of IPM ESSEN 2020," adds Andrea Kirchhoff, responsible Managing Director of BGI Service UG. "IPM ESSEN is and remains our most important platform. The extension of our partnership strengthens the basis for many more successful fairs. I am already looking forward to the personal talks that we missed so much in 2021."

The next IPM ESSEN will take place from 25 to 28 January 2022 at Messe Essen. The world's leading trade fair for horticulture is regarded as the most important order and communication platform of the international green sector and shows the entire value chain of plant production: from new breeds and innovative technology to trendy floristry and equipment for the point of sale. A varied program of events with specialist forums, workshops and live shows on current trends rounds off the program. In 2022, the fair will dedicate a special show to the topic of "sustainable packaging".

03.03.2020

BdB and IPM ESSEN Continue Cooperation

Nursery Tours as a Permanent Constituent of the Fair Program

### **Nursery Tours as a Permanent Constituent of the Fair Program**

The world's leading fair for horticulture, IPM ESSEN, and the Federation of German Nurseries (BdB) are extending their partnership until the end of 2023. The CEO of Messe Essen, Oliver P. Kuhrt, the BdB Managing Director, Markus Guhl, and the BdB President, Helmut Selders, met up during IPM ESSEN 2020 in order to sign the contract. In the future, too, trade visitors will profit from the prominent presence of the nurseries and an excellent accompanying program in the form of a meeting of international networks, a seminar and guided tours. Thus, IPM ESSEN will consolidate its position as a top-class platform on which questions about the future will be discussed in the context of climate change and sustainability and solutions will be presented.

Nurseries are traditionally well-represented at IPM ESSEN. They account for 45 percent of the exhibitors in the Plants area and 16 percent of these are German companies. As the leading association in the sector, the Federation of German Nurseries represents their interests.

The BdB Managing Director, Markus Guhl: "IPM ESSEN is extremely significant for the German and international nursery industries. Therefore, it is a matter of course that we as BdB are looking for a close alliance with Messe Essen and are happy to be available as a cooperation partner."

"BdB organizes a top-class supporting program and has at its disposal a network extending across different countries. No matter whether the European Nursery Reception or the seminar about the EU campaign entitled 'Green Cities for a Sustainable Europe' - the high participation level has shown how important the exchange of specialist ideas is," Oliver P. Kuhrt, CEO of Messe Essen, was pleased about the continuation of the cooperation. For the first time, a guided tour on the subject of climate trees was offered on the occasion of IPM ESSEN 2020. Tours of the fair are once again being planned for next year. "The contract extension is the foundation stone in order to expand these activities even further," continued Kuhrt. Moreover, the Urban Green Areas Seminar as well as the Nursery Reception will take place as accustomed in 2021.