

22.01.2024

Facts, figures and data: IPM ESSEN 2024

For trade visitors only

App available in the App Store and on Google Play

Exhibitors 1.400 exhibitors from 43 countries

Space Around 100,000 square metres in ten halls including Galeria and Hall 1A

Sponsor Central Horticultural Association of Germany (ZVG) in co-operation with Messe Essen GmbH, the Horticultural Association of North Rhein Westphalia and the Association of German Florists - Federal Association (FDF)

Duration 23 January to 26 January 2024

MEDIA CENTER [www.messe-essen-mediacyter.de](http://www.messe-essen-mediacyter.de)

Opening hours Tuesday to Thursday: 9 am to 6 pm Friday: 9 am to 5 pm

Parking P2, P5, P9: 16 Euro each P10: 10 Euro (Wednesday + Thursday)

Social Media [facebook.com/messe.essen](https://facebook.com/messe.essen)

[instagram.com/ipmessen](https://instagram.com/ipmessen)

[youtube.com/user/MesseEssen](https://youtube.com/user/MesseEssen)

[linkedin.com/showcase/ipm-essen](https://linkedin.com/showcase/ipm-essen)

#ipmessen #wirsindipmessen #weareipmessen

#ipmessen2024 #congratsipmessen

Exhibition Areas Plants: Bonsai, Bulbs, Bushes and shrubs, Christmas trees, Cut flowers, Flowering pot plants, Green plants, Hydroponics, Nursery plants, Palm trees, Sales promotion products, Seeds, Vegetables, Young plants

Technology: Cooling, Commercial vehicles and trailers, Earths, peats and substrates, Fruit and vegetable production technology, Gardening and landscaping technology, Greenhouse construction, Heating systems, Irrigation and drainage systems, Machinery and equipment, Measuring and regulation equipment, Nursery technology, Plant protection, Pots, Sales promotion products, Transportation and lifting equipment

Floristry: Arts and crafts, Candles, Congratulation and condolence cards, Decorations, Dried flowers/silk flowers, Florists' requisites, Garden gourmet, Grave decoration, Hand-made pottery, Plant pots of glass, ceramics, porcelain, plastics and enamel, Sales promotion products, Stamping machinery, Wickerwork

Garden features: Aviaries and nesting facilities, Flower tubs, Garden equipment, Garden decorations, Garden sculptures, Horticultural equipment, Living accessories, Outdoor plant pots, Sales promotion products, Services, Shop construction and shop fittings, Software + IT consultancy, Vertical gardens, Wind mobiles

Tickets Day ticket: 45 Euro, online: 28 Euro

Two-day ticket: 66 Euro, online: 44 Euro

Season ticket: 95 Euro, online: 70 Euro

Student ticket: 24 Euro, online 14 Euro

Online advance booking: [www.ipm-essen.de](http://www.ipm-essen.de)

Organiser Messe Essen GmbH

Website [www.ipm-essen.de](http://www.ipm-essen.de)

22.01.2024

## IPM Discovery Center energizes the business

Creative Director Romeo Sommers invites visitors on trend tours

As an international meeting place for the green sector, IPM ESSEN 2024 will show its trade visitors which trends and products will be particularly strong sellers. An important component of this is the Discovery Centre in Hall 1 A. Here, green stylist Romeo Sommers will present POS concepts and retail innovations in a showroom and communication area atmosphere. The renowned garden center supplier de Haan Group will create the perfect setting for this. This year, the focus is on "Natural Grow". 18 exhibitors will provide inspiration on how companies can benefit from this trend in a very concrete way. Sommers will also be inviting visitors on trend tours through this unique creative exhibition area.

"Natural Grow" combines all facets of the megatopic of sustainability - from natural growth and responsible production to the integration of organically produced plants into the world of work and private spaces. More and more business customers and end consumers are consciously paying attention to these criteria when making their purchasing decisions. At the IPM Discovery Center, trade visitors can find out how they too can benefit from this trend. Romeo Sommers has designed idea-promoting sales presentations that provide inspiration on how customers want to be inspired tomorrow. "A green environment not only exudes sustainability but creates a pleasant ambiance that attracts both customers and employees," says the expert.

## Air-purifying plants and sustainable flower packaging

The IPM Discovery Center will showcase this concept with 18 exhibitors. Decowrap, for example, will be presenting sustainable packaging for flowers that not only looks elegant, but also reduces the ecological footprint. The air-purifying plants from Air so pure ensure a better climate in the office and at home. The Pots Company provides the matching planters made from recycled materials. Which sales tables or shopfitting systems go well with such products can be seen with solutions from Kahler. The garden care app gardify, which shows exactly when a plant needs which care steps, offers tangible added value for customers. In addition to these companies, Griebeling Keramik, Deutsche Cuxin Marketing GmbH, Plantipp, The Urban Jungle Project, Edding, Plantics, Hackboe, Seed to Soil, Rijnbeek, Capi Europe, Trilux and Wonderwall are also taking part in the IPM Discovery Center. In addition, the glass recording studio for the new IPM podcast "From the Greenhouse" can be found in the IPM Discovery Center: a greenhouse from ACD.

Register online for trend tours

On all days of the trade fair, trade visitors will have the opportunity to take a trend tour and gain exclusive insights into the products and concepts behind the IPM Discovery Center. Romeo Sommers will guide visitors through this very special impulse area at 10 am and 2.30 pm. Registration is possible online at [www.ipm-essen.de](http://www.ipm-essen.de).

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



22.01.2024

International joint stands showcase the world of horticulture

16 nations present typical plants and technology at the world's leading trade fair

As the world's leading trade fair for horticulture, IPM ESSEN will offer its visitors a comprehensive overview of innovations and market trends from January 23 to 26, 2024. The international joint stands play a special role here. There, exhibitors from one nation will present their country-specific plants and technical solutions compactly and together. This is a unique opportunity for trade visitors to gain insights into the diverse array of products offered by each nation. 2024 will feature joint stands from these 16 countries: Belgium, China, Costa Rica, Denmark, France, Great Britain, India, Israel, Japan, Korea, the Netherlands, Poland, Portugal, Spain, Turkey and the USA.

Belgium (Hall 2, Hall 6, Hall 8)

The anniversary of IPM ESSEN is also a reason for Belgian exhibitors to celebrate. After all, they have been there since the very beginning and will be exhibiting for the 40th time in 2024. The joint appearance is organized by the Flemish marketing association VLAM at a total of three stands in Hall 2 with 17 companies, Hall 6 with nine companies and Hall 8 with four exhibitors. The participating companies cover the entire Belgian ornamental plant assortment, ranging from typical Flemish products such as azaleas, rhododendrons, indoor flowering plants, the Flemish laurel and chrysanthemums to shrubs, young and bedding plants and tree nursery products. Climate trees and plants are particularly in vogue.

China (Hall 4)

Home gardening is very popular in China at the moment. Six local companies now want to export this trend. At the Chinese joint stand, they will be showcasing products with traditional national characteristics. These include flower pots, smart planters, coolers for fresh flowers, as well as bonsai, peonies, foliage plants and succulents. Plants and products for the office are also on display.

Costa Rica (Hall 1)

Costa Rica on 50 square meters: Ten companies will be presenting their country's export range at this joint stand. The exhibit will highlight an array of flora, including ficus, yuccas, dragon trees, bromeliads, and other botanical specimens. Notably, the display will feature plants cultivated through cutting-edge technological processes, including innovative in-vitro methods. Furthermore, trade visitors can anticipate an exceptional virtual reality experience as part of this immersive showcase.

Denmark (Hall 6)

A royal visit awaits the Danish joint stand: Princess Benedikte, the aunt of the Danish King, will be stopping by

on the first day of the fair. In 2024, exhibitors will once again be bringing along top-selling green and flowering ornamental plants. Variegated or differently colored plants, such as Caladium Kelly, are particularly popular at the moment.

## France (Hall 6)

Leading innovative French breeders from the Pays de la Loire, Brittany and Provence will be presenting their new products and bestsellers. From agapanthus to cyclamen, from chrysanthemums to dahlias, from salvia to rododendron and more, they will present a unique range of nursery plants, flowering plants, bulbs and seeds, young, semi-finished and finished products, as well as logistics solutions, marketing tools and services for innovation and competitiveness. New products on show will include ILEX paraguariensis Garden2Cup® MATE for homemade mate tea, new clematis varieties and spectacular Versailles forms of solitary fruit trees.

## Great Britain (Hall 3 / Hall 7)

As usual, the Commercial Horticultural Association (CHA) is organizing the UK's joint presence. In the country pavilion, visitors can expect to see a range of leading and innovative UK manufacturers and suppliers of plants, products and services to commercial horticultural businesses and retailers from around the world. Exhibiting companies in the plant sector include rose grower David Austin Roses, ornamental plant grower Pinnacle Plants International and clematis growers and producers Raymond Evison Clematis Ltd and The Guernsey Clematis Nursery Ltd.

Also represented are technology and service companies such as the manufacturer of the Air-Pot reusable air cutting system, garden center design consultancy C Long Design Studios, lighting company INDO Lighting, the manufacturer of environmentally friendly, biodegradable plant pots, marketing trays and cell packaging Plantopia Eco Pulp, custom label, packaging, point of sale and catalog specialist PPC Labels, and horticultural products specialist Tyne Moulds, which will be showcasing its full range of horticultural products made from 90 percent recycled consumer plastic, as well as its new Chain Lock Tree Ties, Nail Tree Ties and new and improved Buckle Tree Ties.

## Israel (Hall 2)

There are over 2,800 plant species in Israel - a remarkable figure. Visitors to IPM ESSEN can expect to see some of these at the Israeli joint stand in Hall 2, where the family company Cohen Propagation Nurseries, which specializes in the production and export of unrooted cuttings for bedding and basket plants, will also be present. Its most important new introductions for the coming season include the "Scaevola Surdiva Star Blue" line, which was bred by Suntory and is the first Scaevola aemula variety with star-shaped flowers. Also new are the varieties "Calibrachoa Calitastic Cappuccino" and "Petunia Tumbelina Anna".

Hishtil, one of the world's leading suppliers of seedlings and young plants of herbs, organic herbs, ornamental plants and vegetables, will also be exhibiting at the stand. At IPM ESSEN 2024, the company will be presenting its wide range of organic plants, including the new varieties 'Rosmarinus officinalis Roman Beauty', 'Scabiosa incisa Kudo Blue' and 'Scabiosa incisa Kudo Pink'. In addition, exhibitors Hochberg Export Ornamental Plants with bare-root ornamental trees and shrubs and Jaldety Propagation Nurseries with unrooted cuttings of perennials, annuals and succulents will also be taking part in the Israeli joint presentation.

## Japan (Hall 7)

The Land of the Rising Sun is known for its centuries-old tradition of bonsai-style garden design. The exhibitors at the Japanese joint stand will be showing trees in this format. They will also be bringing garden trees to IPM ESSEN 2024.

## Netherlands (Hall 1, Hall 8)

The new Royal FloraHolland pavilion in Hall 1 focuses on the cooperative, the growers and the product under the motto "connect to grow". The centerpiece is a shared courtyard that invites visitors to meet and exchange ideas. More than 25 exhibitors will present their classics and novelties. This includes a large selection of orchids, cut roses, greenhouse plants, cacti and succulents. Special flowers such as potted roses or mini gerberas are also part of the presentation. Visitors can also expect a colorful arrangement of flower and plant packaging and the winners of the Glazen Tulp Award and the Greenovation Award.

The entire range of Dutch tree nursery products can be found at another national stand in Hall 8. Under the umbrella of BIZZ Holland, more than 30 companies will be showcasing their innovative shrubs and perennials. The highlight is the Show your Colours Award, which honors the best plant marketing story and will be presented on the Thursday of the fair.

## Spain (Hall 6)

Thirty companies, members of the industry association FEPEX and engaged in the production and export of ornamental plants, are participating in the Spanish joint stand. Among them are twelve companies from the Valencia region, ten from Andalusia, four from Catalonia, two from the Canary Islands, and two from Galicia. The focus is particularly on the nurseries from Catalonia. Two technical advisors will be present, well-acquainted with the nurseries and plants produced in Catalonia. They will be available to visitors to answer questions, provide guidance, and facilitate connections between potential buyers and Catalan companies.

## Turkey (Hall 5)

The country benefits from its climatic conditions and hosts a wide range of ornamental plant productions. Visitors to the trade fair can witness this at the Turkish joint stand. More than 20 participating companies will showcase items including young plants, green plants, flowering potted plants, perennials, cut flowers, tools, machinery, soils, and plant containers.

## USA (Hall 2)

The Southern United States Trade Association (SUSTA) is a non-profit agricultural export trade promotion organization comprised of the Departments of Agriculture of the 14 southern states and Puerto Rico. Since 1973, SUSTA has been supporting exporters of high-quality food and agricultural products with its programs and services. At the joint stand in Hall 2 under the umbrella of SUSTA, several companies are bundling their trade fair presence. These include the company ForemostCo, founded in Miami in 1987, with starter material

and the patent attorney for plants Cassy Bright. Visitors can also expect to see bougainvillea, hibiscus and ixora young plants from Vista Farms and bare-root liriope from the Liriope Factory.

There will also be joint stands from India (Hall 4), South Korea (Hall 4), Poland (Hall 63) and Portugal (Hall 6).



22.01.2024

## 40th anniversary of IPM ESSEN

Trade visitors can look forward to numerous programme highlights

From 23 to 26 January 2024, the world's leading trade fair for horticulture will take place for the 40th time at Messe Essen. More than 1,400 exhibitors from 43 nations will showcase their innovations in the exhibition areas of plants, technology, floristry and garden features at IPM ESSEN. The special anniversary edition under the motto "Our heart beats green" has numerous programme highlights in store for the international trade visitors. Forums, congresses, competitions, tours, live shows, special shows and other side events will focus on current topics in the green industry, provide new inspiration for the coming business year and offer numerous networking opportunities.

"The green industry has found its home at Messe Essen over the decades. Here, trade visitors can experience trends, innovations and product solutions up close and personalise their discussions with experts on current issues of the future. We are very much looking forward to the upcoming event," says Oliver P. Kuhrt, CEO of Messe Essen, explaining the success of the trend-setting trade fair.

In 2024, IPM ESSEN will again occupy the entire exhibition centre in Halls 1, 1A, 2, 3, 4, 5, 6, 7, 8 and the Galeria. The nations of Belgium, China, Costa Rica, Denmark, France, India, Israel, Japan, South Korea, the Netherlands, Poland, Portugal, Spain, Turkey, the UK and the USA will participate with at least one joint stand. The BGI Trade Centre in Hall 1 with 31 exhibitors will once again be the focal point for the international plant wholesale trade. The joint "Young Innovators" stand in Hall 5, which is sponsored by the German Federal Ministry of Economic Affairs, will be focussing on German start-ups.

## Special shows and themed areas

Numerous special shows invite trade visitors to find out about current industry topics. In the Green City in Hall 1A, the green trade associations will be presenting themselves in the Horticulture Info Centre and will be available to answer questions from member companies. The adjoining educational show "Gardeners can do it!" will shed light on the important and controversial topic of plant protection in 2024.

Inspiration for creative floral design will be provided in the FDF World of The Association of German Florists (Fachverband Deutscher Floristen – Bundesverband FDF). In addition to the numerous live shows by international stars of the floristry scene, the highlight of the unique revolving stage will be the visit by world champion florist Nicolaus Peters on the first day of the fair. In addition, showrooms will present new ideas for your own business.

Hall 1A is also the new home of the IPM Discovery Centre designed by Romeo Sommers in cooperation with the De Haan Group. In guided trend tours, the green specialised trade will receive practical tips for successful POS concepts. The IPM podcast "From the Greenhouse" will celebrate its premiere in the IPM Discovery Centre. A glass studio in the shape of a greenhouse will be the recording location for interviews throughout the trade fair. In addition to the IPM podcast, episodes of other industry podcasts will also be produced here. Visitors will have the opportunity to listen to the interviews via headphones.

For the second time in a row, the IPM Concept Store will be launched in Hall 5. Sales-promoting product ranges such as gifts, candles, cosmetics, spirits and garden gourmet will receive special attention here.

Horticulture is currently in demand, especially with regard to upcoming climate targets. Climate trees and insect-friendly perennials will be the focus of guided tours, which will be further expanded in 2024 due to the high demand at the last IPM ESSEN. They will start at the Meeting Point in Hall 6.

Commercial vehicles for horticulture will have their own special area at IPM ESSEN for the first time. Manufacturers will be showcasing their products in Hall 7, while Hall 4 will also be a technical area where the Innovation Centre for Horticultural Technology will provide information on current solutions in short presentations. Young start-ups, companies and projects from research and science will be presenting themselves there together.

### In the Congress Center

The adjoining Congress Center Essen will also be the place to be. At the "Training Day" on the Wednesday of the trade fair, 24 January, everything will revolve around young talent and the recruitment of skilled workers. On the same day, the Association of German Nurseries (Bund deutscher Baumschulen) will be hosting a seminar entitled "Big Trees for the City", which is dedicated to the future of urban greenery and its realisation. 25 January will then start with the future congress "Galabau Ausblicke", organised by the North Rhine-Westphalia Gardening, Landscaping and Sports Ground Construction Association (Verband Garten-, Landschafts- und Sportplatzbau Nordrhein-Westfalen). The event will continue with perspectives for young managers in the "Career + Future" forum organised by Eugen Ulmer Verlag.

### Award ceremonies

The awards ceremonies will begin on the first day of the fair, 23 January, with the IPM Innovation Showcase. Since 2008, it has been presenting the newcomers of the year at IPM ESSEN - from bedding and balcony plants, cut flowers and houseplants to woody plants and perennials. All entries will be presented in Hall 1A.

New at IPM ESSEN is the Best Practice Award for the floristry and furnishings sector. Trade visitors will find out who the winner is on the day of the fair. The award ceremony will take place in Hall 5, where all the products submitted will be on display.

In the evening of 23 January, the umbrella organisation AIPH - International Association of Horticultural Producers will present the popular "International Grower of the Year Awards" in a festive ceremony (tickets: <https://aiph.org/event/igoty-2024/>).

The winners of the Show Your Colours Awards (Hall 8, BIZZ Holland) will be announced on the Thursday of the fair. The IPM Messecup will honour the best floral workpieces on the last day of the trade fair (FDF revolving stage, Hall 1A).

#congratsipmessen

Messe Essen has set up a social wall on the website [www.ipm-essen.de](http://www.ipm-essen.de) for the 40th IPM ESSEN. Anyone who posts under the hashtag #congratsipmessen on Instagram or Facebook and congratulates the fair will become part of the colourful anniversary collage. The motif of the anniversary campaign, a heart overgrown with plants, is available for digital download on the website and may be used explicitly for the congratulatory posts.

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

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## Description of the flower and plant market

### 2023 was a year of surprises

One thing was already certain at the start of 2023: the flower and plant business would not get any easier. Plant closures in the Netherlands and Germany, planned conversions of production to cold cultivation and many other factors led us to expect a challenging year in terms of product availability and procurement. At the same time, at the beginning of the year, it was certain that specialist retailers would purchase more and more in line with demand and at shorter notice in their day-to-day business in view of the uncertainty among customers. System retailers would also reserve significantly less due to uncertainty about future demand and allow their suppliers to produce in uncertainty. Conclusion: 2023 holds little predictability and many challenges! Knowing full well that 2020 and 2021 were two above-average years for horticulture - all expectations were exceeded and 2022 was also rated as a good year at a normal level - the industry entered 2023 with a kind of optimism for a purpose. Because at the beginning of the year, very few people were really convinced that 2023 would be a very successful year. However, the fact that things didn't turn out as badly as expected shows how flexible but also how stable the industry is - flowers and plants are simply part of life!

For an assessment of the general market situation for flowers and plants, it is interesting to look at Dutch flower and plant exports, as the Netherlands is by far the most important hub for trade in the EU and Germany. The Association of Wholesalers of Floricultural Products (VGB) presents reliable figures based on export statistics from "Floridata". According to these statistics, the export value for flowers and plants fell by around 4% in the first quarter of 2023 for both flowers and plants. Overall, the Netherlands achieved an export turnover of approx. 2 billion euros (flowers approx. 1.3 billion euros; plants approx. 0.7 billion euros).

The decline in exports is primarily due to weaker exports to the traditional top three export countries of Germany (-4%), the UK (-11%) and France (-9%). When looking at the sales channels, it is striking that supermarkets and department stores declined somewhat in importance in the first quarter of 2023, although they had discovered flowers and plants for themselves under coronavirus. Despite the fact that the Netherlands' export value for flowers and plants fell by 4% overall, this can be seen as a success. Market experts secretly expected a decline of at least 10 to 15 percent in advance.

### A relaxed start to the season

In Germany, too, it was found that the shortage of goods and slump in consumption predicted at the beginning of 2023 due to the energy crisis did not materialize to the extent feared. For example, the first quarter of 2023 at the German marketing organization Veiling Rhein-Maas was on a par with the previous year.

Wholesale flower markets in Germany reported declining sales at the beginning of the year. However, it turned out that these were not as severe as expected in view of inflation and the energy crisis. As expected, January was a weak month. Accordingly, the season began somewhat more relaxed. There was also hope that the procurement of goods would not be as dramatic as feared and that a full range could be offered all year round despite the announced production shutdowns in the factories. The calmness paid off. The mood at the wholesale flower markets in the first quarter of 2023 was more positive than expected. Once again, the sunshine boosted sales. The picture at the companies was also quite serene.

## Valentin 2023 turns out differently

Alongside International Women's Day, Valentine's Day is the most important special sales day for flowers and plants in the first quarter of each year. It is an important indicator of success in the flower trade and is therefore observed with great interest in the industry. The balance sheet for Valentine's business varies among the leading marketing organizations: Landgard, Germany's largest marketing organization for flowers and plants, reports that expectations in the specialist trade were not met. Royal FloraHolland, the largest Dutch marketing organization for flowers and plants, also reported a decline in sales compared to the previous year. The marketers Veiling Rhein-Maas (D) and Plantion (NL), on the other hand, describe sales at the previous year's level. The Association of the German Flower Wholesale and Import Trade (BGI) also reports sales for Valentine's Day at the previous year's level.

## Red roses on Valentine's Day are becoming less important

Although red roses are still the number one gift for Valentine's Day, according to specialist retailers, they have become less important as a gift, especially among younger consumers. In 2023, it was noticeable that in addition to the classic "red" for rose products, colors such as pink, rose and other pastel shades combined with fresh green were also in great demand among consumers. Sales of roses for Valentine's Day were good overall, and cut flower prices were slightly higher than in the previous year. However, the purchase prices for roses - as well as other products such as tulips, gerberas and ranunculus - did not explode to the extent previously assumed in the industry. "Exploding prices" for roses were feared because the sharp rise in freight costs during the winter months meant that African rose farms were very reluctant to deliver. At times, many overseas farms preferred to destroy their goods rather than export them to Europe at an unprofitable price.

## Higher prices in specialist shops are not a deterrent

Higher prices did not deter customers in specialist retail to the extent that had been assumed. However, spontaneous purchases in food retail and at discounters declined according to some experts. According to a survey conducted by the Trade Association of German Florists - Federal Association (FDF) after Valentine's Day 2023, it was reported that customers' willingness to spend on flower-based Valentine's gifts was relatively high. The wholesale trade was correspondingly optimistic after Valentine's Day 2023 that consumers would continue to buy flowers and plants despite product price increases due to the passing on of cost increases in the supply chain - precisely because of the experience gained in 2022, when some price thresholds were broken and the price increases were accepted by consumers without hesitation.

## Pots are getting smaller

The observations of the Agricultural Market Information Company (AMI) are very interesting in the context of consumers' supposed willingness to pay prices. The AMI analyzed the market for primroses at food retailers and discounters at the start of the season. As one of the first crops of the year, primroses are heavily traded in terms of volume until the beginning of April. In 2022 in particular, when many consumers consciously demanded "cheerful colors" as a kind of "mood lifter" after an initial general reluctance to buy, more primroses were sold and more sales were made with the product than ever before. It was therefore difficult to exceed these figures in 2023. Despite this, many growers were satisfied with sales, although the analysis of prices for primroses in the years 2019 to 2023 shows a shift towards smaller pots. To compensate for the increased production costs, there was a "downsizing" of products; in other words, "shrinkflation". An exciting finding at the start of the year, which was observed even more frequently by the AMI in its market analyses over the course of the year.

## Easter somewhat below expectations

Easter business with flowers and plants in 2023 was somewhat subdued for many retailers due to the cool weather, sometimes even accompanied by ground frost, and did not quite meet expectations. However, it was still satisfactory and at a similarly good level to the previous year. It was reported from the Netherlands that spending per customer increased slightly, meaning that the decline in the volume of goods

(-7%) was not reflected in sales as much as might have been expected. Veiling Rhein-Maas also reported a good price level at Easter, although this must be viewed in a more differentiated way: cut flowers and houseplants were above the price level of 2022, garden plants slightly below. Overall, April 2023 was very cold, which was reflected in sales of garden plants.

## The breakthrough came in May

After a very weak start to the bedding and balcony plant season, the breakthrough came at the beginning of May 2023. The hesitant start to the bedding and balcony season was forgotten by many. The mild temperatures led to a buying mood. Herbs and young vegetable plants did disproportionately well at the wholesale flower markets. TASPO also surveyed the situation at businesses regarding the course of spring business: 55% of respondents stated that it was "good to very good", 35% rated it as "rather mediocre" and 10% as "sluggish". A look at the "hub of the flower and plant trade" in the Netherlands confirms that May felt strong. Royal FloraHolland's balance sheet for May 2023 shows an excellent result compared to April 2023. Both the volumes of the top ten products and the prices were higher than in the same month last year, resulting in higher sales.

## Mother's Day business up and running

Mother's Day business - the busiest time of the year for the flower trade - was generally satisfactory in 2023. According to the FDF, 90% of specialist stores were satisfied. The wholesalers affiliated with the BGI were also satisfied to very satisfied with sales, with sales on Mother's Day 2023 at the same high level as in 2022. The so-called repeat order business was also very good. The marketers Landgard and Veiling Rhein-Maas point to the good weather on Mother's Day as a reason for brisk sales. The political uncertainties, the overall economic situation and the cost increases did not dampen end consumers' enthusiasm for Mother's Day. In terms of their assessment of the season, suppliers were more unsettled than consumers.

## Tree nurseries are satisfied

A survey conducted by the Schleswig-Holstein Tree Nursery Association and the North Rhine-Westphalia Tree Nursery Association among its members in summer 2023 shows that the strong surge in demand during the pandemic is over, but that the market has picked up momentum after a quiet start at the beginning of the year and is at a good level. Spring sales of nursery plants in the garden center segment are highly dependent on the weather in the respective sales region.

## Satisfied into the second half of the year

At the end of the first half of 2023, Veiling Rhein-Maas announced a very good performance for the first six months. Despite the less than ideal weather for the gardening season, product sales increased by 4.2% compared to the same period in 2022. Fears of a sharp slump in sales in the flower and plant trade therefore

did not materialize in the first half of the year. At the very least, declines in demand were often offset by higher prices.

In the first half of 2023, many companies in the horticultural sector noted that consumers feel that the value of flowers and plants is increasing, but that not everyone can or wants to afford them. In discussions with specialist retailers, it became apparent that, according to them, flowers and plants are becoming more relevant to many customers in economically and socio-politically uncertain times. They are deliberately bought to beautify their own homes and to create a kind of "feel-good atmosphere", according to the experts.

And again the pots are getting smaller

Similar to primroses, the AMI also kept a close eye on pelargoniums as a key item in German horticulture (second place in the top ten) and examined their development in the retail sector. For 2023, the start of the season for pelargoniums showed that they were characterized by very weak prices. Similar to primroses, the shift in supply towards smaller pots is responsible for this development.

Summer gets off to a quiet start

As expected, the second half of 2023 got off to a quiet start. Many consumers were on summer vacation, which - as is usual every year - depressed demand. When asked about anomalies at the time, many market players reported that prices for plants were slightly higher than usual, which is correct in view of the failure to adjust prices to actual cost developments over the past two decades. The statements about the perceived higher prices are verified by the monthly balance sheet of Royal FloraHolland for the month of July. A look at the top ten garden plants shows a clear increase in prices. On average, prices were 26% higher than in the previous year.

Third quarter better than expected

Contrary to expectations, the third quarter of 2023 also went better than expected. According to reports from Veiling Rhein-Maas, product sales increased year-on-year in the third quarter of 2023 despite the difficult market environment. The increase in sales is due to good demand coupled with lower supply and the resulting high average prices. However, the high prices alone are not an indicator for assessing the 2023 season. If we look at Dutch flower and plant exports cumulatively over the first three quarters, the export value of around EUR 5.3 billion shows a decline of 4% compared to the previous year. Cut flowers show a decline of 5% to 3.2 billion euros; plants a drop of 3% to 2.1 billion euros. The three top export countries Germany (approx.

-3%), England (approx. -8%) and France (approx. -10%) are responsible for the declines.

2023 is a difficult year

In line with the decline in flower and plant exports in the Netherlands, the VGB is already predicting a recession in autumn 2023, not least because the costs for transport, energy and personnel are continuing to rise and suggest that times will remain difficult in the future. In addition to the Russian war of aggression in Ukraine, the conflict in Israel is increasingly exacerbating the situation. Dutch wholesalers alone have purchased flowers and plants worth more than 15 million euros each year from more than 200 producers in Israel. Conversely, the Netherlands also used to export goods to Israel. According to trade experts, the current economic damage is difficult to estimate. There are great fears that the conflict will spread to other regions -

with far-reaching consequences for the trade in flowers and plants.

For 2023 as a whole, the VGB expects a decline in sales of -4% - the final figures are still pending. Observations at wholesale flower markets in Germany suggest that the predictions of declining sales in the flower and plant trade will be of this magnitude and can no longer be reversed by the Advent business. Sales at the beginning of the Advent season were lower than in previous years.

Discussions with logistics companies for flowers and plants also confirm the observations. According to "sound bites" in the forwarding industry, trade has fallen sharply and capacity utilization has slumped significantly compared to previous years and even before the Covid-19 pandemic. In her view, it was far too quiet for the time of year and a clear indication that consumers were saving. We will shed light on whether consumers are really saving later.

And again to observe: The pots are getting smaller

The classic product for the Advent and Christmas season is the poinsettia. In 2022 alone, it achieved a sales volume in Germany of around EUR 100 million at retail prices, making it a star among flowering houseplants. If we take a closer look at the pot sizes and which plants are mainly advertised in the trade, we can also see that smaller pots are increasingly being advertised and the standard sizes of the past are disappearing more and more into the background.

Special features and outlook for 2024

It should be noted that in 2023 the garden market has remained relatively stable compared to other sectors despite a challenging environment characterized by the energy crisis and consumer caution among customers who are uncertain about inflation and politics. The declines predicted in advance did not materialize as strongly as feared.

This suggests a combination of a growing interest in gardening and greenery in general, as well as an increasing awareness of the importance of nature and green spaces for health and well-being. More and more people are recognizing the benefits of gardening, whether as a hobby or as a way to grow their own food. In the current "Industry REPORT Garden Living, Gardening and Living Green - Prospects up to 2030", the garden market is said to have great potential.

According to the forecasts for the German garden market, the report's best-case scenario predicts significantly better development than the long-term trend. Accordingly, growth potential of around 21% to EUR 17.7 billion is seen by 2023, provided that the most popular communication and information sources of the target group can continue to be used and consumers remain enthusiastic about flowers and plants. Current studies promise that this can be achieved.

More time in the garden

Even after the coronavirus pandemic, consumers are still interested in flowers and plants and are spending more and more time in the garden, according to a recent survey by power tool manufacturer Stihl. It is interesting to note that this observation was made primarily among younger garden owners. The reasons



given by the majority (multiple answers) for spending more time in their own garden are that they see the garden as a "place of relaxation and tranquillity" (77%) and that they enjoy "being together with friends and/or family" (63%). In the study, 59% state that they want to "spend time in nature" or "get creative and implement projects themselves" (41%).

## Gardening for my life

Einhell's Do-It-Yourself Study 2023 built on the Delphi Study "The Home 2030" conducted in 2021. The current study analyzed consumer behavior within their own four walls and in their own garden in even greater depth. The key finding is that 69% of respondents agree with the statement "I like gardening for my life". According to the 2023 study, the main motives for this activity are independence, relaxation, self-realization and self-affirmation.

## Healthy snacking is booming

Edible plants are still a big hit in the range. In 2023, vegetables and herbs that grow reliably and produce a tasty yield will continue to be very popular with hobby gardeners. The trend towards self-sufficiency is unbroken, as long as the plants are tasty and aromatic. Grafted cucumbers in particular are in high demand. However, there is also a trend towards true-to-seed tomato varieties and even historical varieties.

According to individual specialist retailers, sales of vegetables are stable to rising. In 2023, for example, increases of +10 % were often recorded for this range compared to 2022. The increases were often due to higher-quality varieties or pot sizes.

## Strong products for a strong market: "The new nature"

Innovations in the plant market are presented every year at IPM ESSEN. In 2023, the "green climate heroes", plants that cope particularly well with drought, heat and heavy rain, were offered. The topic of climate change has become noticeable after another hot summer. According to evaluations by the German Weather Service, the summer of 2023 was too warm on average for the 27th time in a row. To put it bluntly, this means that a person under the age of 30 has basically never experienced a "normal" summer. Accordingly, according to a study by Stihl AG, the issue of drought is already an important topic for consumers. 62% take the issue into account when selecting new plants, 29% even strongly or very strongly.

Native wild perennials and native shrubs as well as natural-looking plantings with a meadow character attracted attention, according to trade experts. It has also been observed that more and more consumers are willing to redesign their gardens in a more natural way. At IPM ESSEN, solutions were offered with perennial plant combinations that offer ecological added value for the preservation of biodiversity and at the same time thrive in gardens and cities.

## Easy to care for and bee-friendly

Easy-care and bee-friendly are two requirements that customers will continue to increasingly demand at the point of sale in 2023. Plants should often be robust and, if possible, prevent the ongoing extinction of species. For example, "Insect joy with regional wild plants", a project in the Federal Biological Diversity Program, is an important component in promoting regional wild plants and transforming gardens and green spaces into more biodiversity. The new products are often based on promising concepts: From the "Dry Artist" or the "Professional Bed" to "Future Nature", "Green Conquerors", "Fitness Partners", "Wild Aunt" or "Hero Qualities", there is a lot on offer. What all the concepts have in common is that they make consumers strikingly aware that they can make their own small personal contribution to climate and nature conservation with living greenery and are offered ready-made solutions.

Ecosystem services are becoming more important

Futurologist Max Thinius ascribes ever greater social significance to gardens. In his view, plants and gardens are important for both the environmental climate and the social climate. The ecosystem services provided by flowers and plants in particular are a relevant topic for the future, which the German government has also recognized as worthy of support. For this reason, the federal government decided in mid-2023 to provide around €790 million in urban development funding in 2023 and 2024. The budget will be used to finance investments in green and blue infrastructure in the municipalities.

At the 15th Association Congress of the German Federal Association of Garden, Landscape and Sports Field Construction in late summer 2023, politicians once again emphasized the importance of urban greenery. The aim is to make cities more climate-resilient in the future. As a result, more and more cities, such as Munich, Berlin, Trier, etc., are significantly expanding their budgets for planting trees in the city. The so-called "tiny forest", in which many trees are planted in a relatively small area in the city, is just one of many manifestations of the growing importance of greenery in the city. At times, the question arises as to how the increased demand for trees and shrubs can be met.

In terms of making a positive contribution to ecosystem services, the German government has a major lever with horticulture, but not all decision-makers have yet recognized this. According to the latest evaluations by the Federal Statistical Office, the vegetation area in Germany is the largest area in Germany in terms of proportion, at around 29.8 million hectares. The potential is therefore huge.

The need for research is correspondingly great. One example of this is the INUGA project. In 2020, the Federal Ministry of Food and Agriculture published the "Announcement on the promotion of innovations in urban horticulture" as part of an innovation program. The aim is to strengthen the horticultural sector as an economic sector in general and with regard to its contribution to green infrastructure, sustainable plant production and social aspects in urban areas. As a result, twelve forward-looking joint projects have been set up with a total of 31 private companies and research institutions involved, which are researching various issues relating to urban horticulture.

Digitalization and smart gardens are becoming increasingly important

The trend towards more digitalization in the home garden is progressing in parallel with the move towards

natural gardens. Almost 7% of all garden owners are already using smart gardening solutions. Automatic watering systems (83%) and robotic mowers (63%) are particularly popular.

Purchasing power: less money available

Regardless of the importance and relevance of flowers and plants, the question is to what extent consumers can afford flowers, plants and other horticultural products in times of inflation and crisis. Despite rising wages, the purchasing power of Germans is falling, according to analyses by the Institute of Economic and Social Sciences (WSI). Wage increases of 5.6% on average in the first half of 2023 were offset by price increases for consumers of 7.4%. The result is a decline in average real wages in Germany. Seemingly high wage increases will be offset by cold progression. According to the experts, the mood is still characterized by uncertainty and worry, which is putting the brakes on carefree consumption.

E-commerce weakens

The poor consumer sentiment in Germany is also reflected in online retail in mid-2023. Sales in the first half of 2023 fell by around 14% compared to the first half of 2022. In 2022, e-commerce also suffered an unexpected and significant slump for the first time in years. If you compare the value with the entire half-year 2019, i.e. with values before the coronavirus pandemic, you can see that the supposedly poor values from 2023 are still around 15 % above the standard. In the HDE Online Monitor 2023 published by the German Retail Association, the association describes clear shifts: While online food retail is growing significantly, sectors relating to home, garden and DIY are shrinking online.

Traditional retail is not dead

In view of the weakening online sales, it is interesting to see how sales in over-the-counter-retail are developing. Although sales in the DIY and specialist garden centers (DIY sector) will fall by -2.7% by the end of the third quarter of 2023, the decline will not be on the same scale as in other sectors. In this respect, the sector still appears to be relatively stable.

As is generally known, inflation, consumer anxiety, price increases in all food sectors and political uncertainties are responsible for the declines in the DIY sector, which have significantly dampened consumer sentiment in the "Leisure and seasonal goods" range with -15.7% compared to the previous year. The long-standing sales driver "garden equipment" also recorded a drop of 11.4%. Contrary to the general trend, the "pesticides, soils and seeds" segment developed positively at +8.8%.

According to industry experts, many consumers spent their vacations at home on the balcony or in the garden again in 2023, which benefited the stationary garden market. The analysis of average receipts in specialist retail confirms this assumption. The purchase amount per customer increased in the summer months, although customer frequency decreased.

This means that bricks-and-mortar retail is also weakening, but no more than online retail. This means that bricks-and-mortar retail is far from dead - even if this is often prophesied.

Inflation puts the brakes on sustainability

According to a recent representative household survey by Konzept & Markt GmbH, the topic of sustainability is relevant for eight out of ten garden center customers, but is clearly behind quality and value for money as a decision criterion when making a purchase. According to GfK research, inflation is currently putting a significant brake on sustainable consumption. In the study, 48% of respondents now state that they cannot afford sustainability (compared to 31% in 2019 who stated that they could not afford sustainability financially). According to the study, the current situation clearly shows that sustainable consumption is increasingly becoming a question of income and that people with a net monthly household income of EUR 4,000 or more are particularly willing to make sustainable purchases and 65% of consumers do not want to do without a certain level of comfort despite their ecological awareness.

Change in the flow of goods is recognizable

AMI's newly published product flow analysis describes the marketing channels for flowers, ornamental plants and woody plants. It is very interesting to note that the flow of goods is becoming increasingly dynamic. Increasingly, bulk consumers, retailers, service providers in the gala and cemetery construction and interior greening sectors, as well as end consumers, are organizing themselves differently when procuring their flowers and plants. They are increasingly relying on direct imports or shortening the supply chain. This shift was also observed by the Netherlands in its 'Market Potential Export Position' matrix at the beginning of 2023.

Cocooning is strong again

Many retail experts assume that consumers will focus even more on their own four walls in 2024 due to uncertain global politics, accompanied by energy cost increases and rising inflation. The cocooning effect is back on the starting blocks, although the market for garden plants will no longer grow in the same way as in the last three years due to the garden projects that were largely completed during the pandemic. Nevertheless, it is clear how important living greenery is, especially in times of crisis, even when consumers' budgets are tight.

Minimum wage continues to rise

The industry is somewhat concerned about the development of wage costs. After several increases in the statutory minimum wage in recent months, most recently to 12 euros gross per hour, the wage will rise again on January 1, 2024. 12.41 euros will be the new statutory minimum wage, which is to be increased to 12.82 euros from 2025.

These wage increases will pose challenges for many companies in horticulture, as labor costs generally account for 20 % to 25 % of costs in ornamental plant cultivation. In view of the considerable competitive pressure from abroad due to plant imports, rising wage costs will increase the risk of a lack of competitiveness.

"Confidence is an entrepreneur's duty!"

Regardless of how costs will change in 2024, it is important to seize the opportunities that horticulture offers with confidence. The opportunities are numerous, as we saw in 2023 alone that topics such as "Barbie" and digitalization are surprisingly inspiring customers.

## Conclusion

Looking back: 2023 was a difficult year for horticulture and demanded a great deal of commitment and nerves of steel from everyone involved at the various market levels. However, production and trade proved to be much more resilient and up-and-coming than was expected at the start of the year.

The negative forecasts were heavily influenced by high energy prices, which eased over the course of the year. Product price increases were implemented and cultivation methods and product ranges were adjusted. Whether these measures will be enough to bring operating profitability up to the previous year's level will be revealed by the next evaluation of the key business figures of the Center for Business Management in Horticulture (ZBG). Germany remains a strong production location.

Society has become aware of the climate crisis and extreme weather events. Measures for the necessary climate and environmental protection open up new opportunities and marketing potential for horticultural products.

Private demand over the course of the year is always determined by the weather; however, in 2023 it is clearly influenced by inflation and the amount available for private household consumption. The relevance of flowers and plants for the population remains high.

Horticulture sells emotions and ecosystem services - coveted products with great significance. But the sector should also clearly demonstrate this to consumers.

Andreas Löbke, CO CONCEPT, on behalf of Messe Essen for IPM ESSEN 2024

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22.01.2024

"Our heart beats green" - more dynamic than ever!

A review with an outlook by Andreas Löbke, CO CONCEPT

The motto of this year's IPM ESSEN hits the nail on the head. "Our heart beats green". Feeling green, thinking green and operating internationally - this is still Messe Essen's recipe for success for the International Plant Fair (IPM) today. When IPM ESSEN was founded in 1983, it was initially a delicate plant alongside the well-known trade fairs in Germany at the time. Critically eyed by many when it was founded, IPM ESSEN has established itself over the past 40 years as one of the most important events in the horticultural and plant industry. Since then, it has attracted thousands of visitors from all over the world to Essen every year, not far from the Lower Rhine, Germany's largest growing region - and very easy to reach for important horticultural nations in the Netherlands, Belgium and Denmark.

As a platform for the industry, IPM ESSEN offers exhibitors from the fields of plants, technology, floristry and garden decoration, and gardening and landscaping an excellent stage for the wide range of products and services relating to gardens and plants and is now regarded as an important meeting place for the trade, horticultural businesses, nurseries, landscape architecture, politics, associations and other experts in the industry. Production and sales of the green value chain come together at IPM ESSEN.

Over the past four decades, IPM ESSEN has developed in parallel with the industry and thus serves as a good mirror of developments. Messe Essen has always had its finger on the pulse of the times and implemented trends and social currents. One example of the parallel development is the number of international participations. As international trade grew, so did the number of applications and registrations from exhibitors from all over the world. Whereas in 1983 there were only a few international exhibitors, today there are around 50 exhibitor nations at IPM ESSEN, of which around 20 have official joint with their typical national products. In line with the participants, visitors now come not only from Germany, but from all over the world to take part in the trade fair, exchange ideas, trade and start the new season rich in information and ideas.

For the 40th IPM ESSEN, it is time to look back at how horticulture has changed over the last four decades and with it today's world's leading horticultural trade fair IPM ESSEN.

The 1980s: Foundation of IPM ESSEN

In the 1980s, the garden market was different to today. At that time, garden architecture was characterized by geometric shapes and strict lines. Symmetrical beds, lawns and hedges were often laid out. The use of formal elements such as steps, terraces and walls was also typical of this period. In the garden itself, garden gnomes, birdhouses and other decorative elements of the time were used in the design. It was only later that the English garden style became popular, in which a natural and relaxed atmosphere was emphasized by perennial beds, meadows and romantic seating areas, as well as the use of natural stones, ponds and water features.

Green houseplants such as monstera, dragon tree, ficus, fern and ivy were very popular in the 1980s. The green plant range experienced a renaissance, driven by a new type of consumer, the "jungle fan". Young people achieved double-digit annual growth rates in sales of these ranges. The classic demand for flowering

pot plants consisted of 25% azaleas and cyclamen. Classic items such as poinsettias accounted for 24% in the fourth quarter of 1980. At that time, orchids were still listed under "Other" in the consumption statistics.

German production showed a downward trend; there was talk of a crisis; the number of production companies declined, especially in cut flower cultivation. Publications at the time spoke of "the consequence of rising energy costs and the associated increase in competition from abroad". German production increasingly focused on pot, bedding and balcony plants and began to expand its product range impressively and rapidly to this day.

The supply of cut flowers increasingly came from climatically favorable production in third countries and from the Netherlands. Here, companies switched massively from vegetable production to the more lucrative cut flower production.

While growing fruit and vegetables in your own garden declined in the years before IPM ESSEN was founded and was not considered particularly chic, growing your own fruit and vegetable garden was back in fashion at the beginning of the 1980s. Self-sufficiency gradually became fashionable again, but gardens often no longer allowed for large plants. The growing importance of the garden and greenery was also evident in the 1980s with the emergence of covered terraces and conservatories, which became increasingly popular in the 1980s to increase the use of the garden as an extended living space. Here you could linger in the garden even when the weather was bad, creating a link between indoors and outdoors.

During this time, IPM ESSEN showcased everything that reflected the spirit of the times and was on display in German horticulture as well as in neighboring countries. Ornamental shrubs and trees in particular were always well represented at IPM ESSEN, not least because the tree nurseries were among the first exhibitors.

In addition to ornamental shrubs and trees, cut flowers and floristry also have a firm place at Messe Essen. In 1986, for the fourth IPM ESSEN, FLORBEDA was integrated into the leading international trade fair. At the same time, the first plant bowl competition of the Trade Association of German Florists (FDF) NRW was held there in cooperation with Messe Essen, to which the bouquet competition was later added. The first floral IPM competitions were thus launched in the mid-1980s.

During this time, the Westphalian gardeners also transferred their horticultural technology exhibition in Hamm to the IPM in Essen.

The 1990s: IPM ESSEN continues to develop

The 1990s were already characterized by the first signs of a new, ecological way of thinking in horticulture. Terms such as "use of natural resources", "composting", "mulching" and the "renunciation of chemical fertilizers and pesticides" became commonplace.

The first signs of more greenery in urban areas can be seen in the 1990s with the increase and prioritization of balcony gardens, roof gardens and community gardens.

English-style gardens with lush planting and romantic elements such as roses and clematis became increasingly popular. Asian-inspired gardens with bamboo, water features and stone arrangements were also



popular at this time. The creation of garden ponds with aquatic plants and small fish was also a common practice in the 1990s. A calm, relaxing atmosphere was created by the rippling water and the variety of aquatic and waterside plants.

The importance of self-sufficiency through one's own herb and vegetable garden increased. The cultivation of culinary herbs and seasonal vegetables gained momentum and was typical of many hobby gardeners at this time, but had not yet reached its zenith.

Garden accessories and decorative elements were a rapidly growing segment in the garden in the 1990s. More and more consumers discovered garden furniture, greenhouses, trellises and sculptures for more individuality and design variety in their gardens. Accordingly, more and more exhibitors from this sector came to IPM ESSEN. The first demand for innovative garden tools and technologies, such as automatic irrigation, was also already being met at this time.

The use of exotic and tropical plants became increasingly popular in the home. Plants such as orchids, bromeliads and palms had eye-catching leaves and flowers and were very popular alongside ficus, yucca palms and ivy.

With the increase in imports for the German market, especially in the cut flower sector, the exhibitor area in the BGI Trade Center at IPM ESSEN also became large, where all export-oriented nations and wholesale importers have since met regularly and strengthened their business relationships.

The 2000s: a mature phase in a stagnating environment

In the 2000s, the market became more mature. The use of Mediterranean plants in horticulture experienced a real boom: oleander, lavender, rosemary and cypresses were increasingly planted in gardens, giving them a Mediterranean flair. The demand for these plants was correspondingly high, which consequently led to an increase in the number of IPM exhibitors from Central Europe.

In the 2000s, consumers increasingly sought inspiration for garden design at garden fairs and exhibitions, which were specifically designed for the general public and suddenly became increasingly popular. Here, garden lovers could find inspiration and gather new ideas for their own garden design. This led to an increased demand for flowers and plants, especially solitary plants.

Naturally, horticultural companies also felt this trend in their demand. Accordingly, the specialist trade at IPM ESSEN was looking more intensively for stronger plants in larger pots. The range of plants on display at IPM ESSEN was even broader and more varied, and the plant sizes on show were larger in line with demand.

Petunias, geraniums and fuchsias were part of the standard range of bedding and balcony plants, which have been increasingly available from system retailers and discounters since the 2000s.

In horticultural production, the 2000s saw an increasing shift away from conventional cultivation methods towards organic/ecological cultivation. Controlled, integrated cultivation established itself as the standard of horticultural practice. The range of organic plants and organic garden products offered by nurseries grew, which was also reflected in the IPM exhibitors' offerings. Plants for snack gardens, often produced according

to organic standards, are becoming increasingly popular. Flowers and plants from native regions and with lower water requirements have also been a firm fixture among the exhibitors at IPM ESSEN since the turn of the millennium.

In 2008, the IPM Novelty Showcase was also installed, in which the new plants of the year are described in various categories by a jury of experts and the assessment of trade visitors. The aim was and still is to provide fresh impetus in an often stagnating market. While there were only five new products in five different categories in 2008, more and more categories have been covered by new products over the years. Today, innovations are awarded in the categories of cut flowers, flowering houseplants, potted plants, green houseplants, woody plants, bedding and balcony plants, spring bloomers, perennials, snack fruit and vegetables and often an additional special prize. Over the past 15 years, a total of more than 90 winning novelties have been selected and awarded. Today, the IPM ESSEN Novelty Show is both a driving force and a springboard for innovations in the green sector.

The last ten years: Corona isn't the only thing boosting the market

The 2010s saw a further increase in awareness of environmental issues and sustainability in horticulture. Trends such as "urban gardening", "edible city" and the trend towards plants for smaller gardens, balconies or even roof gardens led to the emergence of more urban gardens, community gardens and vertical gardens.

Overall, after decades of a relatively stable market for flowers and plants, there were signs of growing interest in green products, which peaked during the Covid-19 pandemic.

The market volume for flowers and plants in Germany in 2021 was around ten percent above the normal level during coronavirus. At times, consumer demand for greenery could not be satisfied. Houseplants experienced a revival in the 2010s, with low-maintenance plants such as ficus and monstera in particular once again becoming an important part of interior design, helping to green rooms and improve air quality. Another revival, only with a different buying motivation than in 1980. In line with the strong demand, all players in the industry were looking forward to exchanging ideas with each other at IPM ESSEN 2023, the first trade fair after the two-year coronavirus lockdown.

One trend in the 2010s, which was further fueled by the pandemic, was the demand for regional flowers and plants. More and more consumers turned their attention to short supply chains and allowed horticulture to flourish again locally in all regions of Germany.

The influence of social media over the last ten years should not be underestimated. The spread of social media and the popularity of garden blogs have enabled hobby gardeners to share their experiences and tips, gather inspiration and hype the topic themselves through influencers and companies.

Since 2012, at the 30th IPM ESSEN, the topic of plant marketing has received special attention with the "Colour your Life", later "Show your Colours Award". The best story is honored. Accordingly, trade visitors will not only find horticultural and floral inspiration at IPM ESSEN, but also supporting ideas in marketing.

IPM ESSEN has always been regarded as a driving force that always picks up on important topics and trends for the industry and presents them not only in the supporting program on the numerous stages. For example, the seminar "The Green City" celebrated its premiere at IPM ESSEN in 2014. Here, the future of urban greenery was discussed ahead of its time.

The European Nursery Reception at IPM ESSEN was launched in 2014, among other things, in order to provide as much international impetus as possible and consciously promote international exchange. The Association of German Nurseries invites visitors to its stand in cooperation with the European Nurserystock Association. Nurserymen and women from all over Europe come together here.

#### 40 years of change - IPM ESSEN as a catalyst

Over the last 40 years, horticulture in Germany and internationally has continued to develop and change. The keywords of this development are

- **Technological advances:** The development of new technologies has also opened up new possibilities in horticulture. Automation, controlled atmosphere greenhouses, optimized irrigation and fertilization systems and various methods of protection against pests and diseases have improved the efficiency and quality of horticultural production.
- **Sustainability:** In view of increased environmental awareness, significant changes have also taken place in horticulture. The use of environmentally friendly cultivation methods, the avoidance of chemical pesticides and fertilizers and the promotion of biodiversity have played an increasingly important role over the last four decades.
- **Structural change:** The size of horticultural businesses has increased over time. At the same time, the number of businesses has decreased significantly. This development goes hand in hand with general professionalization and specialization in order to survive in a highly competitive market.
- **Assortments and sales channels:** At the beginning of IPM ESSEN, the product ranges were still manageable compared to today and were geared towards the regional market via specialist retailers, but today it can be seen that the product ranges have expanded significantly and can increasingly be found nationwide in system retailers and discount stores. At the same time, consumer awareness of regional products and short supply chains has grown in recent decades. Consumers' needs and the proportion of consumption spent on individual product groups have also shifted significantly over the years. Consumers' desire for a diverse range of products is constant and is being better and better met. In general, however, the sales channels for flowers and plants are still more diverse and differentiated than in other sectors.
- **Urban gardening:** Another change in horticulture is the trend towards urban gardening. More and more people in urban areas are gardening in small spaces, be it on balconies, roof terraces or in community gardens. Flowers and plants are no longer just traditionally used in people's own gardens or homes, but are increasingly seen as an important contribution to climate protection as an ecosystem service.

This short list of keywords is not exhaustive, but it shows well the general change and dynamics of the last 40 years in horticulture, which is often described as a conservative market. IPM ESSEN has played a key role in this change. As an industry platform, it has made a significant contribution to networking and exchange among gardeners in Germany, later in Europe and finally worldwide over the last 40 years.

From the outside, IPM ESSEN has acted as a catalyst for change in horticulture since it was founded in the 1980s, initiating or accelerating processes without being included in the end product. Many players in the

industry first came together with the opportunities offered by Messe Essen and grew with IPM ESSEN.

#### Summary and outlook:

Over the past 40 years, IPM ESSEN has made an important contribution to the development of the garden and plant industry. It is not only a platform for the trade, but also a place of inspiration and innovation. The trade fair has great significance for the industry and will certainly continue to play an important role in setting trends and providing new impetus for horticulture.

When IPM ESSEN was founded in 1983, hardly anyone expected that the trade fair would one day establish itself as the world trade fair for horticulture. In retrospect, the goals set were not only achieved, but exceeded. The trade fair format has made a significant contribution to the fact that greenery is increasingly popular and professionally perceived by the public today and that trade visitors can look forward to discovering the latest trends and developments in the industry and exchanging ideas with other experts every year.

Provided that the motto of this year's IPM ESSEN "Our heart beats green" continues to be the guiding principle of Messe Essen's actions in the organization of the trade fair format, the previous recipe for success of the International Plant Fair will continue to work and further consolidate IPM ESSEN as the industry meeting of international importance.

22.01.2024

FDF-Information

Happy Birthday IPM 2024

22.01.2024

## Ornamental plant market shrinks - German production tends to remain stable

The overall market for flowers and ornamental plants in Germany shrank again in 2023

The overall market for flowers and ornamental plants in Germany shrank again in 2023, by just under 4% to around 8.6 billion euros (at retail prices). This is just below the pre-coronavirus level. According to estimates by Agrarmarkt Informations-Gesellschaft mbH (AMI), almost all market segments recorded declines compared to the previous year 2022.

"Sales in the overall market for flowers and ornamental plants were significantly lower last year," emphasised the president of Zentraverband Gartenbau (ZVG), Jürgen Mertz. These appeared to be at the expense of imports. Sales of German production remained comparatively stable.

Although prices for flowers and ornamental plants rose in 2023, in many cases it was not possible to cover the additional costs. Inflation led to falling consumer spending, while uncertainty among end customers continued. Production companies continued to struggle against the shortage of skilled labour and increased minimum wages in addition to the inflation-induced high operating costs. In addition, the weather did not play along in 2023: The first quarter was too wet, the second too dark and the third too hot.

Per capita spending on garden plants fell to less than 49 euros. Bedding and balcony plants remain by far the most important segment within garden plants, although in arithmetical terms each German resident only spent just over 20 euros on them. Per capita spending on perennials fell to less than 7 euros. Fruit and ornamental shrubs were also down, with German residents spending an average of just over 16 euros on woody plants. Herbs almost maintained their previous year's result, but with a low market share of less than 3%, they were unable to contribute to the stabilisation of garden plants overall. Flower bulbs lost around 5 % on the previous year for the second time in a row, meaning that per capita expenditure only just exceeded the 3 euro mark.

The indoor plants and cut flowers segments, which are not nearly as dependent on the weather, performed slightly better than garden plants in 2023 compared to the previous year. Per capita spending on green houseplants, which experienced a real boom during the pandemic, was still moderately above 6 euros. This was just above the pre-pandemic result. The previous year's decline in flowering houseplants was smaller, with per capita spending still exceeding the €11 mark.

Although cut flowers, which remain the largest market segment, remained below the 2022 result, every German resident still spent more than €35 on cut flowers. The value of flowers and ornamental plants imported into Germany up to and including September 2023 fell more sharply year-on-year than the value of exported plants. Proportionately more German goods are traded in the shrunken overall market.

22.01.2024

Nominations for Show Your Colours Award IPM 2024 announced

Eleven plants have been nominated for the Show Your Colours Award IPM 2024

## PRESS RELEASE

Boskoop, 9 January 2024

Nominations for Show Your Colours Award IPM 2024 announced

Eleven plants have been nominated for the Show Your Colours Award IPM 2024. All of the exhibitors at IPM Essen with woody plants and perennials were able to submit plants or plant concepts for this award. Ultimately, 11 of the plants/plant concepts entered were nominated. The Show Your Colours Award IPM 2024 will be presented at 3.00 pm on Thursday 25 January in the BIZZ Holland stand, hall 8, stand number 8A31.

The Show Your Colours Award IPM was introduced to encourage participants in the trade fair to put their products with added value under the spotlight. The nominated plants distinguish themselves from other products in terms of (leaf) colour, shape, name, the fruit they bear, tolerance to drought and heat, and sustainability.

Nominations for Show Your Colours Award IPM 2024

- Loropetalum chinense 'Pearl' BLACK PEARL- Kwekerij Roos
- Haworthia and Gasteria Mix - LiveTrends Design Group Europe ApS

- Leucothoe 'Rant01' (FIRESTAR) - Joh. Stolwijk & Söhne
- Hydrangea macrophylla 'Bailmacseven' EUPBRAFF - Bailey Nurseries International
- Camellia 1001 Summer Nights® Jasmine - Diderk Heinje Pflanzenhandelsgesellschaft mbH & Co. KG
- Botanical name: Helleborus x Ericsmithii - Cultivar name: ViV® Olivia - Microflor
- Ilex Verticillata Jingle Bells® - De Jong Plant b.v.
- Cherry Tomato Brown - Solanum Lycopersicum - Vreugdenhil Young Plants
- Le Profumatissime della Riviera dei Fiori® - NIRP International S.A.
- Discover nature's elegance with Garden Beauties® - Gebr. Seuren Kwekerijen B.V.
- Garden rose, Rosa Hybrid Plant'n'Relax - Roses Forever Aps

## Judging

The plants nominated will be presented in the BIZZ Holland stand, hall 8, stand number 8A31. On Tuesday 23, Wednesday 24 and Thursday morning 25 January, all visitors will be able to vote for their favourite plant using coins. On Thursday afternoon, the plants and their stories will be judged by a professional jury. The verdict of the jury together with the visitors' votes will ultimately produce a winner.

The Show Your Colours Award IPM 2024 is a collaboration between trade fair organisation IPM and BIZZ Holland



22.01.2024

FDF Stage Program 2024

FDF on Stage

19.01.2024

Innovation Centre Horticultural Technology

An overview of the dates

19.01.2024

Events at IPM Essen 2024

An overview of the dates for IPM Essen 2024

Montag, 22. Januar 2024

Monday, January 22, 2024

11.00 Uhr -13.00 Uhr Pressekonferenz

Tages-, Wirtschafts- und Fachpresse

Congress Center Ost, Raum A/B

11.00 a.m. – 01.00 p.m. Press Conference

Daily, economic and trade press

East Congress Centre, Room A/B

Dienstag, 23. Januar 2024

Tuesday, January 23, 2024

10.00 Uhr FDF Bayern präsentiert:

Qualifying WorldSkills Lyon 2024 Part II

FDF World, Green City/Halle 1A

10.00 a.m. FDF Bayern present:

Qualifying Worldskills Lyon 2024 Part II

FDF World, Green City/Halle 1A

12.00 Uhr – 13.00 Uhr Eröffnung der IPM ESSEN 2024

Messehaus Ost, Glasfoyer

12.00 p.m. - 1.00 p.m. Opening ceremony of IPM ESSEN 2024

Exhibition hall east, Foyer east

13.00 Uhr – 14.30 Uhr Rundgang

01.00 p.m. - 02.30 p.m. Opening Tour

13.15 Uhr Talk on stage

Nicolaus Peters, Weltmeister der Floristen

FDF World, Green City/Halle 1A

1.15 p.m. Talk on stage

Nicolaus Peters, world champion florist

FDF World, Green City/Halle 1A

14.00 Uhr Opening

FLOOS – the crafter's secret

FDF World, Green City/Halle 1A

14.00 a.m. Opening

FLOOS – the crafter's secret

FDF World, Green City/Hall 1A

16.00 Uhr FDF Bayern präsentiert:

Qualifying WorldSkills Lyon 2024 Part III – Finale

FDF World, Green City/Halle 1A

4.00 p.m. FDF Bayern present:

Qualifying Worldskills Lyon 2024 Part III – final

FDF World, Green City/Halle 1A

17.00 Uhr – 22.00 Uhr AIPH Int. Grower of the Year Awards 2024

Congress Center Ost, Saal Ruhr

5.00 p.m. – 22.00 p.m. AIPH Int. Grower of the Year Awards 2024

Congress Centre East, Room Hall Ruhr

Mittwoch, 24. Januar 2024

Wednesday, January 24, 2024

10.00 Uhr – 14.00 Uhr „Tag der Ausbildung“

Congress Center Süd, Saal Deutschland

10.00 a.m. - 2.00 p.m. "Training Day"

Congress Centre South, Hall Germany

10.00 Uhr – 13.00 Uhr „Große Bäume für die Stadt“ .

Bund Deutscher Baumschulen e. V.

Congress Center West, Saal Berlin

10.00 a.m. - 1.00 p.m. "Big Trees for the City"

Federation of German Tree Nurseries

Congress Centre West, Hall Berlin

10.30 Uhr Im Einkauf liegt der Gewinn

FDF & Plantion präsentieren: the next generation

FDF World, Green City/Halle 1A

10.30 a.m. The profit is in the purchase

FDF & Plantion present: the next generation

FDF World, Green City/Hall 1A

13.00 Uhr FLOOS - the crafter's secret

internationale Floral-Designer on stage

FDF World, Green City/Halle 1A

1.00 p.m. FLOOS - the crafter's secret

international Floral-Designer on stage

FDF World, Green City/Hall 1A

15.00 Uhr international floral affairs: World-Cup Show

by Decorum & FDF

FDF World, Green City/Hall 1A

3.00 p.m. international floral affairs: World-Cup Show

by Decorum & FDF

FDF World, Green City/Hall 1A

17.30 Uhr ENA und BdB - Europäischer Baumschulempfang

Halle 7, Stand 7D28

5.30 p.m. ENA and BdB – European nursery reception

Hall 7, Stand 7D28

Donnerstag, 25. Januar 2024

Thursday, January 25, 2024

10.00 Uhr – 14.00 Uhr Galabau Ausblicke



Verband Garten-, Landschafts- und Sportplatzbau NRW e.V.

Congress Center Ost, Saal Ruhr

10.00 a.m. – 02.00 p.m. Horticulture and Landscaping Outlooks

North Rhine-Westphalia Association for

Horticulture, Landscaping and Sports Field Construction

Congress Centre East, Hall Ruhr

10.30 Uhr– 12.00 Uhr Forum Beruf + Zukunft

Perspektiven für junge Führungskräfte (Ulmer Verlag, BHGL + IVG)

Congress Center Ost, Raum A

10.30 a.m. – 12.00 p.m. Occupation + Future Forum

Perspectives for Young Managers (Ulmer Verlag, BHGL + IVG)

Congress Centre East, Room A

11.00 Uhr Im Einkauf liegt der Gewinn

FDF & Plantion präsentieren: the next generation

FDF World, Green City/Halle 1A

11.00 a.m. The profit is in the purchase

FDF & Plantion present: the next generation

FDF World, Green City/Hall 1A

14.00 Uhr International floral affairs: World-Cup Show

by Decorum & FDF

FDF World, Green City/Halle 1A

2.00 p.m. International floral affairs: World-Cup Show

by Decorum & FDF

FDF World, Green City/Hall 1A

15.00 Uhr Preisverleihung

Show Your Colours Award

Halle 8, Stand 8A31

3.00 p.m. Presentation ceremony

Show Your Colours Award

Hall 8, Stand 8A31

Freitag, 26. Januar 2024

Friday, January 26, 2024

10.30 Uhr Big picture FDF World

- ein Dankeschön an alle Mitwirkenden

FDF World, Green City/Halle 1A

10.30 a.m. Big picture FDF World

- a thank-you to all contributors

FDF World, Green City/Hall 1A

12.00 Uhr Siegerehrung IPM Messe-Cup 2024

FDF World, Green City / Halle 1A

12.00 p.m. Award ceremony IPM Messe Cup 2024

FDF World, Green City / Hall 1A

18.12.2023

El recinto ferial Messe Essen celebra: El 40.º aniversario de la feria IPM ESSEN

El público experto podrá disfrutar de numerosos eventos destacados del programa

### **El público experto podrá disfrutar de numerosos eventos destacados del programa**

Del 23 al 26 de enero de 2024 tendrá lugar la 40.<sup>a</sup> edición de la feria de horticultura líder mundial en el recinto ferial Messe Essen. Más de 1400 expositores de unas 50 naciones mostrarán sus innovaciones en las zonas de exposición de plantas, técnica, floristería y equipamiento de la feria IPM ESSEN. La edición especial del aniversario, bajo el lema: «Unser Herz schlägt grün» (Nuestro corazón late en verde), tiene preparados eventos destacados del programa para el público experto internacional. Diversos foros, congresos, concursos, visitas, espectáculos en directo, exposiciones especiales y otros eventos secundarios centran su atención en los temas actuales del sector verde, inspiran nuevas ideas para el próximo año económico y ofrecen numerosas oportunidades para establecer redes de contactos.

«El sector verde ha encontrado su hogar en el recinto ferial Messe Essen a lo largo de las décadas. Los visitantes pueden experimentar de primera mano las tendencias, novedades y soluciones de productos, así como tratar las cuestiones actuales sobre el futuro gracias a la interacción personal con profesionales expertos. Esperamos con ilusión este próximo evento», comenta Oliver P. Kuhrt, director general del recinto ferial Messe Essen, el éxito de la feria especializada que sirve de modelo.

También en 2024, la feria IPM ESSEN ocupa todo el recinto ferial en los pabellones 1, 1A, 2, 3, 4, 5, 6, 7, 8 y la galería. Las naciones Belgien, China, Costa Rica, Dänemark, Frankreich, Indien, Israel, Japan, Südkorea, Niederlande, Polen, Portugal, Spanien, Türkei, UK und USA participan en al menos un stand conjunto. El punto de encuentro del comercio mayorista de plantas internacional vuelve a ser el BGI-Trade-Center, en el pabellón 1, con 31 expositores. El stand conjunto «Young Innovators», patrocinado por el Ministerio Federal de Asuntos Económicos alemán, en el pabellón 5, dirige su mirada a las empresas emergentes alemanas.

### **Exposiciones especiales y áreas temáticas**

Numerosas exposiciones especiales invitan a los visitantes a informarse sobre los temas actuales del sector. En la Green City, en el pabellón 1A, se presentan las asociaciones profesionales verdes en el Centro informativo de jardinería y responden a las preguntas de las empresas asociadas. La exposición didáctica adscrita «Gärtner können es!» (¡Los jardineros sí pueden!) analiza el tema controvertido de la protección fitosanitaria en 2024.

El área de la Fachverband deutscher Floristen (Asociación federal alemana de floristas profesionales) ofrece inspiración para el diseño floral creativo en el FDF-World. Un evento destacado en el escenario giratorio único, además de los numerosos espectáculos en directo de estrellas internacionales del sector florista, es la visita del campeón mundial de los floristas, Nicolaus Peters, el primer día de feria. Además, las salas de exposición muestran nuevas ideas para el negocio propio. El área de Bloom's tiene preparadas otras contribuciones y un amplio programa de talleres para el comercio minorista floral.

El pabellón 1A también es el nuevo hogar del IPM Discovery Center, creado por Romeo Sommers en colaboración con De Haan Group. En las visitas guiadas de tendencias, los comerciantes especializados verdes obtendrán prácticos consejos para conceptos de punto de venta exitosos. Como primicia, el IPM Discovery Center celebra el IPM Podcast «From the Greenhouse». Un estudio de vidrio en forma de invernadero será el lugar de grabación para las entrevistas durante toda la feria. Además del IPM Podcast, aquí también se producirán los capítulos de otros podcasts del sector. Los visitantes tendrán la oportunidad de seguir las charlas a través de los auriculares.

Por segunda vez consecutiva, se iniciará la IPM Concept Store en el pabellón 5. Aquí se prestará una atención especial a los surtidos que estimulan la venta, como artículos de regalo, velas, cosméticos, licores y productos gourmet de jardinería.

En la actualidad, la horticultura se cuestiona especialmente los objetivos climáticos futuros. Los árboles resistentes al cambio climático y las plantas perennes respetuosas con los insectos están en el centro de las visitas guiadas, que se han ampliado en 2024 por la alta demanda en la última edición de la feria IPM ESSEN. El inicio es el punto de encuentro del pabellón 6.

Los vehículos industriales para la horticultura se convierten por primera vez en un tema de la feria IPM ESSEN. Los fabricantes muestran su oferta en el pabellón 7. La técnica estará también en el pabellón 4 del Centro de innovación de técnica de horticultura, en el que se informará sobre las soluciones actuales en forma de conferencias breves. Allí se presentarán conjuntamente empresas emergentes jóvenes, empresas y proyectos de investigación y ciencia.

## **En el Congress Center**

El comunicado Congress Center Essen también será un lugar de acontecimientos. En la «Tag der Ausbildung» (Jornada de formación) del miércoles 24 de enero, todo girará en torno a las nuevas generaciones y la captación de profesionales. El mismo día, la Bund deutscher Baumschulen (Asociación alemana de viveros), ofrece el seminario «Die grüne Stadt» (La ciudad verde), dedicada al futuro de las zonas verdes urbanas y su aplicación. El 25 de enero comienza con el congreso sobre el futuro «Galabau Ausblicke» (Perspectivas del diseño de jardines y paisajismo), organizado por la Verband Garten-, Landschafts- und Sportplatzbau Nordrhein-Westfalen (Asociación alemana de jardinería, paisaje y campos deportivos). En el foro «Beruf + Zukunft» (Profesión + Futuro), organizado por la editorial Eugen Ulmer Verlag, se continuará con las perspectivas para jóvenes directivos.

## **Entregas de premios**

El escaparate de novedades IPM será el inicio de la entrega de premios el primer día de feria, el 23 de enero. Desde 2008, se presentan las novedades del año en la feria IPM ESSEN, desde plantas de jardín y terraza, pasando por flores cortadas y plantas de interior, hasta plantas leñosas y perennes. Todas las creaciones se presentan en el pabellón 1A.

La novedad de la feria IPM ESSEN es el premio Best Practice Award para el sector de floristería y equipamiento. Los visitantes expertos descubrirán el martes quién ha resultado vencedor. La distinción tendrá lugar en el pabellón 5, en el que se exhibirán todos los productos que se han presentado.

Por la tarde, la federación AIPH (International Association of Horticultural Producers) entregará los populares

premios «International Grower of the Year Awards» en una ceremonia festiva (entradas: <https://aiph.org/event/igoty-2024/>)

El jueves se anunciarán los ganadores de los premios Show Your Colours Awards (pabellón 8, BIZZ Holland). La copa de la feria IPM distingue a los mejores arreglos florales el último día de la feria (escenario giratorio FDF, pabellón 1A).

### **#congratsipmessen**

Para la 40.<sup>a</sup> edición de la feria IPM ESSEN, el recinto ferial Messe Essen ha establecido una Social Wall en el sitio web [www.ipm-essen.de](http://www.ipm-essen.de). Todas las personas que realicen publicaciones en Instagram o Facebook con el hashtag #congratsipmessen y feliciten la feria formarán parte del colorido collage del aniversario. El diseño de la campaña de aniversario, un corazón cubierto de plantas, está listo en el sitio web para su descarga y debe utilizarse expresamente para las publicaciones de felicitación.

Más información sobre el programa y entradas en: [www.ipm-essen.de](http://www.ipm-essen.de).

18.12.2023

Messe Essen viert feest: het 40e jubileum van de IPM ESSEN

Vakpubliek kan zich verheugen op talrijke programma-highlights

### **Vakpubliek kan zich verheugen op talrijke programma-highlights**

Van 23 tot en met 26 januari 2024 vindt voor de 40ste keer de grootste tuinbouwbeurs ter wereld plaats in de Messe Essen. Meer dan 1.400 standhouders uit circa 50 landen tonen op de IPM ESSEN hun innovaties op het gebied van planten, techniek, floristiek en inrichting. De bijzondere jubileumeditie onder het motto 'Ons hart slaat groen' presenteert talrijke programma-highlights aan het internationale vakpubliek. Forums, congressen, wedstrijden, rondleidingen, liveshows, speciale presentaties en andere nevenevenementen richten zich op actuele onderwerpen in de groene sector, zorgen voor nieuwe inspiratie voor het komende boekjaar en bieden talloze netwerkmogelijkheden.

"De groene sector heeft al decennialang een thuis gevonden op de Messe Essen. Hier kunnen beursbezoek(st)ers trends, innovaties en productoplossingen van dichtbij beleven en met deskundigen in een persoonlijk gesprek van gedachten wisselen over actuele toekomstkwesties. We kijken erg uit naar de komende beurs", verklaart Oliver P. Kuhrt, directeur van de Messe Essen, het succes van de toonaangevende vakbeurs.

Ook in 2024 neemt de IPM ESSEN het gehele beursterrein in beslag in de hallen 1, 1A, 2, 3, 4, 5, 6, 7, 8 en de Galeria. De landen België, China, Costa Rica, Dänemark, Frankreich, Indien, Israel, Japan, Südkorea, Nederlande, Polen, Portugal, Spanien, Türkei, UK und USA doen mee met ten minste één gemeenschappelijk stand. Het BGI Trade Centre in hal 1 met 31 exposanten zal opnieuw het centrale contactpunt zijn voor de internationale plantengroothandel. De gemeenschappelijk stand 'Young Innovators' in hal 5, die wordt gesponsord door het Duitse Ministerie van Economische Zaken, richt zich op Duitse start-ups.

### **Speciale presentaties en themagebieden**

Talrijke speciale presentaties nodigen de vakbezoek(st)ers uit om meer te weten te komen over actuele onderwerpen in de branche. In het Infocenter Gartenbau in de Green City in hal 1A staan de groene vakverenigingen klaar om vragen van aangesloten bedrijven te beantwoorden. De bijbehorende educatieve tentoonstelling 'Tuinders kunnen het!' belicht in 2024 het belangrijke en controversiële onderwerp Gewasbescherming.

Het Fachverband Deutscher Floristen – Bundesverband toont in de FDF-World wat ze in huis heeft en biedt inspiratie voor creatief bloemontwerp. Het hoogtepunt van het unieke ronddraaiende podium is, naast de vele liveshows van internationale sterren binnen de floristiek, het bezoek van wereldkampioen bloemschikken Nicolaus Peters op de eerste beursdag. Bovendien tonen showrooms nieuwe ideeën voor uw eigen bedrijf. De stand van bloom's heeft nog meer input en een omvangrijk workshop-programma voor de bloemendetailhandel in petto.

Hal 1A is ook het nieuwe onderkomen van het IPM Discovery Center dat is ingericht door Romeo Sommers in samenwerking met de De Haan Group. Tijdens trend-rondleidingen met gids krijgt de groene vakhandel handige tips voor succesvolle POS-concepten. In het IPM Discovery Centre viert de IPM podcast 'From the Greenhouse' zijn première. Gedurende de hele beurs is een glazen studio in de vorm van een kas het decor voor interviews-opnames. Naast de IPM-podcast worden hier ook afleveringen geproduceerd van andere branche-podcasts. De gesprekken kunnen via een koptelefoon worden beluisterd.

Voor de tweede keer op rij staat de IPM Concept Store in hal 5 in de startblokken. Omzetverhogende assortimenten zoals cadeaus, kaarsen, cosmetica, sterke drank en tuingourmet krijgen hier speciale aandacht.

Momenteel is er veel vraag naar de tuinbouw, vooral met het oog op de komende klimaatdoelstellingen. Klimaatbomen en insectvriendelijke vaste planten staan centraal in begeleide rondleidingen, die in 2024 verder worden uitgebreid vanwege de grote vraag op de laatste IPM ESSEN. Startpunt is het meetingpoint in hal 6.

Voor het eerst krijgen bedrijfsvoertuigen voor de tuinbouw aandacht op de IPM ESSEN. In hal 7 tonen fabrikanten hun aanbod. En technisch wordt het ook in hal 4 wanneer het Innovatiecentrum Tuinbouwtechniek korte presentaties geeft over actuele oplossingen. Jonge start-ups, bedrijven en projecten uit onderzoek en wetenschap presenteren zich daar gezamenlijk.

## **In het Congress Center**

Ook het aangesloten Congress Center Essen is 'the place to be'. Op woensdag 24 januari, de 'Tag der Ausbildung' (Dag van de opleiding), draait alles om de volgende generatie en werving van vakpersoneel. Dezelfde dag verzorgt de Bund deutscher Baumschulen (de Vereniging van Duitse boomkwekerijen) een seminar 'Die Grüne Stadt' met als onderwerp de toekomst van stedelijk groen en de uitvoering daarvan. 25 januari gaat dan van start met het Toekomstcongres 'Galabau Ausblicke', georganiseerd door de vereniging Tuin-, Landschaps- en Sportveldinrichting Nordrhein-Westfalen (Verband Garten-, Landschafts- und Sportplatzbau NRW). Het gaat verder met perspectieven voor jonge leidinggevendenden in het forum 'Beroep + Toekomst', dat wordt georganiseerd door de Eugen Ulmer verlag (uitgeverij Eugen Ulmer).

## **Prijsuitreikingen**

Op de eerste beursdag, 23 januari, geeft de IPM-Showvitrine Nieuwe Producten het startschot voor de prijsuitreikingen. Sinds 2008 worden hier de nieuwkomers van het jaar op de IPM ESSEN gepresenteerd - van perk- en balkonplanten, snijbloemen en kamerplanten tot struikgewassen en vaste planten. Alle inzendingen zijn te bezichtigen in hal 1A.

Nieuw bij IPM ESSEN is de Best Practice Award op het gebied van floristiek en inrichting. Op dinsdag wordt de winnaar bekend gemaakt. De prijsuitreiking vindt plaats in hal 5, waar alle ingediende producten worden tentoongesteld.

's Avonds vindt de feestelijke uitreiking plaats van de populaire 'International Grower of the Year Awards' door de overkoepelende organisatie AIPH – International Association of Horticultural Producers (tickets: <https://aiph.org/event/igoty-2024/>)



Donderdag worden de winnaars van de Show Your Colours Awards bekend gemaakt (hal 8, BIZZ Holland). Op de laatste beursdag bekroont de IPM beurscup de beste floristische werkstukken (FDF-draaiend podium, hal 1A).

### **#congratsipmessen**

Voor de 40ste IPM ESSEN heeft Messe Essen op de website [www.ipm-essen.de](http://www.ipm-essen.de) een Social Wall ingericht. Iedereen die onder de hashtag #congratsipmessen post op Instagram of Facebook en de beurs feliciteert, wordt deel van de kleurrijke jubileumcollage. Het symbool van de jubileumcampagne, een hart overwoekerd met planten, kan digitaal worden gedownload op de website en mag expliciet worden gebruikt voor de felicitatieposts.

Meer informatie over het programma en tickets op: [www.ipm-essen.de](http://www.ipm-essen.de).

18.12.2023

Targi Essen ?wi?tuj?: 40. edycja IPM ESSEN

Odwiedzaj?cy targi przedstawiciele bran?y mog? spodziewa? si? licznych atrakcji

## **Odwiedzaj?cy targi przedstawiciele bran?y mog? spodziewa? si? licznych atrakcji**

W dniach 23-26 stycznia 2024 r. Targi Essen po raz 40. b?d? gospodarzem wiod?cych na ?wiecie targów ogrodnich. Ponad 1400 wystawców z oko?o 50 krajów zaprezentuje na IPM ESSEN swoje innowacje w takich obszarach jak: ro?liny, technologia, florystyka i sprz?t. Specjalna jubileuszowa edycja pod has?em „Nasze serce bije na zielono” oznacza wiele atrakcji dla reprezentuj?cych bran?? ogrodnich? odwiedzaj?cych z ca?ego ?wiata. Fora, kongresy, konkursy, zwiedzanie, pokazy na ?ywo, pokazy specjalne i inne wydarzenia towarzyszy?ce skupi? si? na aktualnych tematach w bran?y ogrodniczej, dostarcz? nowych inspiracji na nadchodz?cy rok i zaoferuj? liczne mo?liwo?ci nawi?zywania kontaktów.

„Zielona bran?a ju? od dziesi?cioleci czuje si? na Targach Essen jak w domu. Nasi go?cie mog? tu z bliska zapozna? si? z trendami, nowo?ciami i rozwizaniami produktowymi, a tak?e podczas osobistych dyskusji z ekspertami poruszy? aktualne tematy, które dotycz? funkcjonowania bran?y w przysz?o?ci. Z niecierpliwo?ci? czekamy na nadchodz?ce wydarzenie” - mówi Oliver P. Kuhrt, prezes Targów Essen, wyja?niaj?c, w czym tkwi sukces tej wyznaczaj?cej trendy imprezy.

W 2024 roku IPM ESSEN ponownie zajmie wszystkie powierzchnie wystawiennicze w halach 1, 1A, 2, 3, 4, 5, 6, 7, 8 i na galerii. Poszczególne kraje Belgien, China, Costa Rica, Dänemark, Frankreich, Indien, Israel, Japan, Südkorea, Niederlande, Polen, Portugal, Spanien, Türkei, UK und USA b?d? reprezentowane przynajmniej na wspólnym stoisku. Centralnym punktem mi?dzynarodowego handlu hurtowego ro?linami z 31 wystawcami b?dzie ponownie BGI Trade Centre w hali 1. Dotowane przez Federalne Ministerstwo Gospodarki wspólne stoisko „Young Innovators” w hali 5 skieruje uwag? odwiedzaj?cych na niemieckie start-upy.

## **Specjalne pokazy i obszary tematyczne**

Liczne pokazy specjalne b?d? stanowi? dla odwiedzaj?cych targi okazj? do zapoznania si? z aktualnymi tematami bran?owymi. W Green City w Halle 1A w ramach Infocenter Gartenbau [Centrum Informacyjnego dla Budowniczych Ogrodów] zaprezentuj? si? zrzeszenia przedstawicieli bran?y i b?d? m.in. odpowiada? na pytania swoich cz?onków. Znajduj?ca si? po s?siedzku wystawa edukacyjna „Ogrodnicy to potrafi?!” w 2024 r. b?dzie si? skupia? na wa?nym i kontrowersyjnym temacie ochrony ro?lin.

Inspiracji do kreatywnego projektowania bukietów i dekoracji kwiatowych dostarczy stoisko Federalnego Stowarzyszenia Niemieckich Florystów zlokalizowane w FDF World. Oprócz licznych pokazów na ?ywo mi?dzynarodowych gwiazd sceny florystycznej g?ówn? atrakcj? na wyj?tkowej scenie obrotowej w pierwszym dniu targów b?dzie wizyta mistrza ?wiata florystów Nicolausa Petersa. W showrooms b?dzie mo?na si? zainspirowa? nowymi pomys?ami dla w?asnego biznesu. Stoisko bloom's to z kolei kopalnia pomys?ów i bogaty program warsztatów dla detalistów florystycznych.

W hali 1A zostanie po raz pierwszy ulokowane zaprojektowane przez Romeo Sommersa we współpracy z De Haan Group IPM Discovery Centre. Wycieczki z przewodnikiem w najnowszych trendach zapewni wyspecjalizowanym sprzedawcom detalicznym praktyczne wskazówki dotyczące udanych koncepcji punktów sprzedaży. W IPM Discovery Centre swój premier będzie miał podcast IPM „From the Greenhouse”. Szklane studio o wyglądzie szklarni będzie miejscem nagrywania wywiadów przez cały czas trwania targów. Oprócz podcastu IPM zostaną tu wyprodukowane również odcinki innych podcastów branżowych. Odwiedzający będą mieli możliwość słuchania wywiadów przez słuchawki.

Po raz drugi z rzędu w hali 5 funkcjonować będzie IPM Concept Store. Szczególnie uwagę poświęcono tu gamom produktów związanych z sprzedażą, takich jak upominki, świece, kosmetyki, alkohole i smaki z ogrodu.

Dużym zainteresowaniem cieszyć się obecnie budowa ogrodów, zwłaszcza w kontekście nadchodzących celów klimatycznych. Drzewa klimatyczne i przyjazne owadom byliny będą przedmiotem zainteresowania wycieczek z przewodnikiem, których oferta zostanie rozszerzona w 2024 r. ze względu na wysokie zainteresowanie podczas ostatnich targów IPM ESSEN. Będzie one ruszały z punktu spotkania w hali 6.

Tematem targów IPM ESSEN po raz pierwszy będzie pojazdy użytkowe dla ogrodnictwa. Ich producenci zaprezentują swoją ofertę w hali 7. Technicznie będzie tak samo w hali 4, gdzie Centrum Innowacji w Budownictwie Ogrodów podczas krótkich prezentacji dostarczy informacji o aktualnych rozwiązaniach. Wspólnie zaprezentują się tam młode start-upy, firmy i projekty badawczo-naukowe.

## **W Congress Center**

Sporo będzie się tego dzieć w sąsiednim Congress Center Essen. „Dzień edukacyjny”, który zaplanowano na 24 stycznia, będzie poświęcony młodym talentom i rekrutacji wykwalifikowanych pracowników. Tego samego dnia Stowarzyszenie Niemieckich Szkółek Drzew zaprasza na poświęconą przyszłości zieleni miejskiej i jej realizacji seminarium „Zielone miasto”. 25 stycznia rozpocznie się Kongres o przyszłości Galabau Ausblicke [Perspektywy branży budowy ogrodów i kształtowania krajobrazu] organizowany przez Stowarzyszenie Budowniczych Ogrodów i Boisk w Nadrenii Północnej-Westfalii. Tematem dyskusji organizowanego przez wydawnictwo Eugen Ulmer Verlag Forum „Zawód + przyszłość” będzie też perspektywa dla młodych menedżerów.

## **Ceremonie wręczenia nagród**

Pierwsze nagrody zostaną wręczone już w pierwszym dniu targów, tj. 23 stycznia, w ramach Wystawy nowości IPM. Od 2008 roku na targach IPM ESSEN wyróżniani są debiutanci roku - od roślin rabatowych i balkonowych, kwiatów ciętych i roślin domowych po rośliny drzewiaste i byliny. Wszystkie wręczenia nagród będzie można zobaczyć w hali 1A.

Nowością na IPM ESSEN jest Best Practice Award w obszarze florystyki i wyposażenia. Odwiedzający targi we wtorek dowiedzą się, kto został zwycięzcą w tej kategorii. Ceremonia wręczenia nagród odbędzie się w hali 5, gdzie zostaną zaprezentowane wszystkie zgłoszone produkty.

Wieczorem podczas uroczystej ceremonii organizacja AIPH - Międzynarodowe Stowarzyszenie Producentów Ogrodniczych - wręczy popularne nagrody „International Grower of the Year Awards” (bilety: <https://aiph.org/event/igoty-2024/>)

Zwycięzcy konkursu Show Your Colours Awards (hala 8, BIZZ Holland) zostaną ogłoszeni w targowy czwartek. Z kolei w ostatnim dniu targów za najlepsze dzieła florystyczne zostanie wręczony puchar IPM Messecup (scena obrotowa FDF, hala 1A).

### **#congratsipmessen**

Z okazji 40. jubileuszowej edycji IPM ESSEN Targi Essen na stronie internetowej [www.ipm-essen.de](http://www.ipm-essen.de) przygotowały social wall. Każdy, kto opublikuje na Instagramie lub Facebooku post z hashtagem #congratsipmessen i pogratuluje targom, pojawi się na kolorowym jubileuszowym kołażu. Motyw kampanii rocznicowej, serce porożnięte rożlinami, jest dostępny do pobrania w formie cyfrowej na stronie internetowej i może być wykorzystany w postach gratulacyjnych.

Szczegóły dotyczące programu i bilety dostępne pod adresem: [www.ipm-essen.de](http://www.ipm-essen.de).

18.12.2023

Messe Essen festeggia: 40esimo anniversario di IPM ESSEN

Ad attendere il pubblico specializzato ci saranno numerosi eventi

### **Ad attendere il pubblico specializzato ci saranno numerosi eventi**

Dal 23 al 26 gennaio 2024 alla fiera di Essen (Messe Essen) si terrà la quarantesima edizione della fiera di giardinaggio numero uno al mondo. Oltre 1.400 espositori provenienti da più di 50 nazioni esporranno a IPM ESSEN le loro innovazioni nei settori delle piante, della tecnologia, della florovivaistica e delle attrezzature. La speciale edizione-anniversario all'insegna del motto "Unser Herz schlägt grün" (In noi batte un cuore green) ha in serbo numerose novità per il pubblico specializzato internazionale. Forum di discussione, congressi, concorsi, tour guidati, live show, mostre speciali e altri eventi collaterali mettono al centro della scena del settore verde tematiche di attualità, offrono nuova ispirazione per il prossimo anno di esercizio e numerose opportunità di networking.

"Dopo decenni di edizioni, il settore verde è ormai di casa a Messe Essen. Qui i visitatori specializzati possono toccare con mano tendenze, novità e soluzioni di prodotto e affrontare questioni di attualità riguardo il loro futuro in uno scambio di opinioni con esperti del settore. Non vediamo l'ora che inizi la prossima edizione", dichiara Oliver P. Kuhrt, Amministratore Delegato di Messe Essen, spiegando il successo della fiera specializzata numero uno del settore.

Anche nel 2024 IPM ESSEN occuperà l'intera area fieristica e sarà allestita nei padiglioni 1, 1A, 2, 3, 4, 5, 6, 7, 8 e nella Galleria. Le nazioni Belgien, China, Costa Rica, Dänemark, Frankreich, Indien, Israel, Japan, Südkorea, Niederlande, Polen, Portugal, Spanien, Türkei, UK und USA partecipano con almeno uno stand collettivo. Punto di partenza per il commercio all'ingrosso di piante internazionale è ancora una volta il BGI-Trade-Center nel padiglione 1 con 31 espositori. Lo stand collettivo "Young Innovators", sponsorizzato dal Ministero dell'Economia e della Protezione del clima tedesco nel padiglione 5, richiama l'attenzione su start-up tedesche.

### **Mostre speciali e aree tematiche**

Numerose mostre speciali invitano i visitatori specializzati ad informarsi sulle tematiche di attualità del settore. Nella Green City nel padiglione 1A le associazioni di categoria del verde si presentano nell'Infocenter Gartenbau e rispondono alle domande delle aziende associate. La mostra didattica collegata "Gärtner können es!" (I giardinieri sanno come fare!) illustra nel 2024 l'importante e controversa tematica dei prodotti fitosanitari.

Ad offrire ispirazione per un design floreale creativo è l'Associazione federale dei fioristi tedeschi (Fachverband deutscher Floristen) – presso FDF-World. Oltre ai live show di star internazionali della scena florovivaistica, l'originale piattaforma girevole ospiterà nella prima giornata di fiera il campione del mondo dell'arte floreale, Nicolaus Peters. Nei diversi showroom è inoltre possibile trovare nuove idee per il proprio punto vendita. Per ulteriori suggerimenti e consigli e un ricco programma di workshop dedicato al commercio floreale al dettaglio è sufficiente visitare l'area di bloom's.

Il padiglione 1A è anche la nuova sede dell' IPM Discovery Center allestito da Romeo Sommers in collaborazione con De Haan Group. Durante tour guidati alla scoperta delle nuove tendenze i rivenditori specializzati del verde riceveranno consigli pratici su come allestire con successo i loro POS. Nell'IPM Discovery Center festeggia il suo debutto l'IPM Podcast "From the Greenhouse". Un glass box a forma di serra sarà lo studio di registrazione per una serie di interviste per l'intera durata della fiera. Oltre all'IPM Podcast, qui vengono prodotti anche gli episodi di altri podcast del settore. I visitatori hanno la possibilità di ascoltare le interviste tramite cuffie.

Per la seconda volta di fila, il padiglione 5 ospita l' IPM Concept Store, nel quale viene dedicata particolare attenzione ad assortimenti per la promozione delle vendite, come per esempio articoli regalo, candele, cosmetici, liquori e prodotti di giardinaggio gourmet.

Soprattutto per quanto riguarda gli imminenti obiettivi in materia di cambiamenti climatici, il giardinaggio si trova di fronte a grandi sfide. Alberi resistenti ai cambiamenti climatici e piante perenni amiche degli insetti sono i protagonisti dei tour guidati, che verranno ulteriormente ampliati nel 2024 vista la grande richiesta in occasione dell'ultima edizione di IPM ESSEN. Il punto di partenza è il meeting-point nel padiglione 6.

Per la prima volta, IPM ESSEN ospita anche veicoli commerciali per il giardinaggio. I costruttori espongono la loro offerta nel padiglione 7. Le nuove tecnologie verranno affrontate anche nel padiglione 4, quando l'Innovation Center per le tecniche di giardinaggio illustrerà le soluzioni attualmente esistenti in una serie di brevi seminari. Qui si presenteranno insieme giovani start-up, aziende e progetti del settore della ricerca e della scienza.

## **Il Congress Center**

Un altro punto ricco di eventi sarà l'attiguo Congress Center Essen. In occasione della "Giornata della formazione" mercoledì 24 gennaio, tutto ruoterà intorno alle nuove leve e alla ricerca di personale qualificato. In quella stessa giornata, il Bund deutscher Baumschulen (Federazione dei vivaisti tedeschi) invita a partecipare al seminario "Die grüne Stadt" (La città verde), dedicato al futuro del verde urbano e alla sua realizzazione. Il 25 gennaio inizia quindi con il congresso sul futuro "GaLaBau Ausblicke", organizzato dall'associazione Garten-, Landschafts- und Sportplatzbau (Installazione di giardini, paesaggistica e centri sportivi), del Land Nordreno Vestfalia. Si prosegue con le prospettive per giovani manager nel Forum "Beruf + Zukunft" (Professione + Futuro), organizzato dalla Eugen Ulmer Verlag.

## **Assegnazioni premi**

Ad inaugurare l'assegnazione dei premi nella prima giornata di fiera, il 23 gennaio, è la Vetrina delle novità IPM. Dal 2008, in occasione di IPM ESSEN, seleziona e premia le novità dell'anno – dalle piante da aiuola e balcone ai fiori recisi, dalle piante da appartamento fino ad arbusti e piante perenni. Tutte le cerimonie di consegna dei premi si terranno nel padiglione 1A.

Una novità per IPM ESSEN è il Best Practice Award per il settore della florovivaistica e delle attrezzature. Il nome del vincitore o della vincitrice verrà svelato ai visitatori specializzati nella giornata di martedì. I festeggiamenti si svolgeranno nel padiglione 5, dove sono esposti tutti i prodotti in concorso.

Nel corso della serata l'associazione di riferimento per i rappresentanti del florovivaismo internazionale, AIPH – International Association of Horticultural Producers consegnerà i popolari “International Grower of the Year Awards” in una solenne cerimonia (biglietti: <https://aiph.org/event/igoty-2024/>)

Nella giornata di giovedì verranno annunciati i vincitori dei premi Show Your Colours Awards (padiglione 8, BIZZ Holland). Nell'ultima giornata di fiera, IPM Messecup premierà le migliori opere floreali (piattaforma girevole FDF, padiglione 1A).

### **#congratsipmessen**

In occasione della 40ema edizione di IPM ESSEN, Messe Essen ha creato una Social Wall sul sito web [www.ipm-essen.de](http://www.ipm-essen.de). Tutti coloro che pubblicheranno post su Instagram o Facebook con l'hashtag #congratsipmessen per fare gli auguri a IPM ESSEN saranno inclusi nel variegato collage dell'anniversario. Il motivo della campagna dell'anniversario, un cuore dal quale nascono delle piante, è disponibile per il download sul sito web e può essere espressamente utilizzato per i post di auguri.

Per maggiori informazioni sul programma e sui biglietti: [www.ipm-essen.de](http://www.ipm-essen.de).

18.12.2023

Le Messe Essen célèbre le 40e anniversaire du salon IPM ESSEN

Le public professionnel appréciera les nombreux temps forts du programme

### **Le public professionnel appréciera les nombreux temps forts du programme**

Du 23 au 26 janvier 2024, le salon international leader de l'horticulture se tiendra pour la 40e fois au Messe Essen. Plus de 1 400 exposants venus d'environ 50 pays présenteront à l'IPM ESSEN leurs nouveautés dans les domaines des plantes, de la technique horticole, de la fleuristerie et du matériel de jardinage. L'édition spéciale d'anniversaire aura pour devise « Notre cœur bat pour l'environnement » [Unser Herz schlägt grün]. Son programme réservera de nombreux temps forts aux professionnels venus de tous les pays. Les forums, les congrès, les concours, les visites guidées, les animations en live, les présentations spéciales et les événements secondaires mettront l'accent sur les thèmes qui intéressent actuellement le secteur de l'horticulture. Ils vous inspireront pour l'année à venir en plus de vous offrir de nombreuses occasions de réseauter.

« Cela fait des décennies que le secteur de l'horticulture a pris ses quartiers au Messe Essen. C'est ici que les visiteurs professionnels sont au plus près des tendances, des nouveautés et des solutions, et qu'ils peuvent se consacrer aux questions d'avenir qui se posent d'ores et déjà, à l'occasion d'échanges directs avec des experts. Nous sommes impatients que l'événement commence. », affirme Oliver P. Kuhrt, le directeur du Messe Essen, en référence au succès du salon pionnier.

En 2024 aussi, l'IPM ESSEN occupera l'ensemble du parc des expositions, ses halls 1, 1A, 2, 3, 4, 5, 6, 7, 8 ainsi que la galerie. Les pays Belgique, Chine, Costa Rica, Danemark, France, Inde, Israël, Japon, Corée du Sud, Pays-Bas, Pologne, Portugal, Espagne, Turquie, Royaume-Uni et USA participeront à l'événement avec au moins un stand collectif. Avec ses 31 exposants, le BGI Trade Center situé dans le hall 1 sera de nouveau le point de référence en matière de commerce de gros de plantes. Le stand collectif des « Young Innovators » du hall 5, qui est promu par le Ministère fédéral de l'économie, mettra les start-ups allemandes à l'honneur.

### **Présentations spéciales et espaces thématiques**

De nombreuses présentations spéciales permettront aux visiteurs professionnels de s'informer au sujet de thèmes d'actualité du secteur. Au centre d'information sur l'horticulture de la Green City (hall 1A), les associations professionnelles de l'horticulture se présenteront et se tiendront à la disposition des entreprises participantes pour échanger et répondre aux questions. En 2024, l'exposition pédagogique associée, intitulée « Les horticulteurs peuvent le faire ! » [Gärtner können es!], abordera le thème essentiel et controversé de la protection des cultures.

L'espace mis à disposition de l'association professionnelle des fleuristes allemands (fédération allemande au sein du FDF World) sera une source d'inspiration pour le design floral créatif. Outre les nombreuses animations en live que proposeront des stars internationales de la fleuristerie, un temps fort tiendra au passage sur la scène tournante du fleuriste champion du monde Nicolaus Peters, le premier jour du salon. Par ailleurs, des show-rooms présenteront de nouvelles idées pour votre entreprise. L'espace von bloom's proposera d'autres apports ainsi qu'un vaste programme d'ateliers dédiés au commerce de détail de fleurs.



Le hall 1A accueillera aussi l'IPM Discovery Center, qui a été conçu par Romeo Sommers en collaboration avec De Haan Group. À l'occasion de visites guidées consacrées aux tendances du moment, les commerces spécialisés verts pourront bénéficier d'astuces pratiques relatives à la PLV. L'IPM Podcast « From the Greenhouse » fêtera sa première à l'IPM Discovery Center. Durant toute la durée du salon, c'est dans ce studio en verre en forme de serre que les interviews seront enregistrées. Outre le podcast IPM, c'est là que seront produits les épisodes des autres podcasts du secteur. Les visiteurs auront la possibilité de suivre les échanges avec des écouteurs.

Pour la deuxième fois de suite, l'IPM Concept Store sera situé dans le hall 5. Il mettra particulièrement l'accent sur les assortiments qui stimulent les ventes, que ces derniers contiennent des cadeaux, des bougies, des cosmétiques, des spiritueux ou des articles de Garten Gourmet.

Eu égard aux objectifs climatiques du moment, l'horticulture est particulièrement sollicitée. Les arbres climatiques et les plantes vivaces non nocives pour les insectes seront au centre des visites guidées, lesquelles seront plus nombreuses en 2024 du fait de la forte demande exprimée lors du dernier salon IPM ESSEN. Elles débiteront au point de rencontre du hall 6.

Pour la première fois, les véhicules utilitaires dédiés à l'horticulture constitueront un thème abordé à l'IPM ESSEN. Les constructeurs présenteront leur offre dans le hall 7. Des sujets techniques seront également abordés dans le hall 4, où le centre d'innovation sur les techniques d'horticulture délivrera des informations sur les solutions actuelles, à l'occasion de brèves conférences. C'est là que se présenteront de jeunes start-ups et entreprises, ainsi que des projets de recherche et des projets scientifiques.

## **Au Congress Center Essen**

Le Congress Center Essen, situé à deux pas, accueillera également des événements. La « journée de formation » du mercredi 24 janvier sera entièrement consacrée à la jeune génération et au recrutement de travailleurs qualifiés. Le même jour, la Fédération des pépinières allemandes proposera son séminaire intitulé « La ville verte » [Die grüne Stadt]. Ce dernier sera consacré à l'avenir des espaces verts urbains ainsi qu'à leur mise en œuvre. Le 25 janvier se tiendra la conférence sur l'avenir intitulée « les perspectives de GaLaBau », qui est organisée par l'Association de l'aménagement paysager, des jardins et des installations sportives de Rhénanie-du-Nord-Westphalie. Le forum « Métier + Avenir » [Beruf + Zukunft], organisé par l'éditeur Eugen Ulmer Verlag, présentera les perspectives qui s'offrent aux jeunes dirigeants.

## **Remises de prix**

La vitrine des nouveautés IPM inaugurera les remises de prix le premier jour du salon, le 23 janvier. Depuis 2008, l'IPM ESSEN fait la part belle aux nouveaux venus de l'année, des plates-bandes et des plantes pour balcon aux plantes vivaces et ligneuses en passant par les fleurs coupées et les plantes d'intérieur. Toutes les présentations auront lieu dans le hall 1A.

Le Best Practice Award dédié à la fleuristerie et au matériel de jardin sera une nouveauté de l'IPM ESSEN. Les visiteurs professionnels découvriront l'identité du vainqueur le mardi. La mise à l'honneur aura lieu dans le hall 5, où tous les produits présentés seront exposés.

Le soir, la fédération centrale AIPH (International Association of Horticultural Producers) attribuera les très populaires « International Grower of the Year Awards », lors d'une cérémonie festive (tickets : <https://aiph.org/event/igoty-2024/>)

Le jeudi, l'identité des gagnants du Show Your Colours Award (hall 8, BIZZ Holland), sera annoncée. Le dernier jour du salon, l'IPM Messecup distinguera les plus belles compositions florales (scène tournante FDF, hall 1A).

### **#congratsipmessen**

À l'occasion du 40e salon IPM ESSEN, le Messe Essen a mis en place un social wall sur son site web [www.ipm-essen.de](http://www.ipm-essen.de). Tous ceux qui adresseront leurs félicitations au salon sur Instagram ou Facebook avec le hashtag #congratsipmessen seront intégrés au collage hétéroclite du jubilé. Le motif de la campagne du jubilé, un cœur sur lequel poussent des plantes, est téléchargeable sur le site web et peut être expressément utilisé dans les posts de félicitations.

Pour plus d'informations sur le programme et les tickets : [www.ipm-essen.de](http://www.ipm-essen.de).