

Essen, 16, November 2021

Ornamental Plants & Flowers MÉXICO powered by IPM ESSEN:

## Horticultural trade fair shows diversity of Latin American products

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

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

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

### Events around plant novelties, floristry and horticulture

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



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

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

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

The date for next year's Ornamental, Plants & Flowers MÉXICO powered by IPM ESSEN has already been fixed: from November 16 to 18, 2022, the Centro Citibanamex in Mexico City will once again be the meeting place for the green industry in Latin America.

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