



Essen, 17 July 2024

New at IPM ESSEN 2025:

Forum for gardeners with a focus on young plants

Interactive participation opportunities for exhibitors

IPM ESSEN has a new forum in the young plant area in Hall 2: From 28 to 31 January 2025, gardeners, breeders and young plant producers can exchange information at Messe Essen on the future topics of this important interface in horticulture. The new information programme offers space for keynote speeches, panel discussions, innovations and best practices. Each day will focus on a different topic.

The new, moderated forum with stage gives the plant area of the world's leading trade fair for horticulture valuable insights into the latest developments and trends in the young plant sector and the opportunity to share experiences with each other.

“At IPM ESSEN, we would like to offer a meeting place in the centre of the young plant area where current topics and solutions can be discussed with experts and producers, as well as knowledge and know-how passed on“, explains IPM Project Manager Andrea Hölker. “In this way, we are promoting targeted industry dialogue for gardeners in order to tackle the challenges of the future. At the same time, exhibiting companies can actively contribute their own ideas and strengthen their network.“

The programme is currently being developed in detail in close cooperation with the industry. Possible topics include innovations, sustainability, niche production, automation processes, energy and crop protection. The stand area is also the starting point for guided tours of growers and young plant companies. Simultaneous translation will be provided for non-German-speaking trade fair visitors.

Further information and registration at <https://www.ipm-essen.de>.



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