



Essen, 8 July 2024

World's leading trade fair for horticulture:

IPM ESSEN to be launched in 2025 with a new hall concept

New locations for FDF World, IPM Discovery Center and Horticulture Infocenter

Change of location at the world's leading trade fair for horticulture: From 28 to 31 January 2025, some of the special shows will be presented in different halls at Messe Essen than before. Due to the occupancy of Hall 1A by the Landgard Spring Order Days, the themed areas that were previously located in this hall will change their positions. In future, the Horticulture Infocenter will be located in Hall 4, while the IPM Discovery Center and FDF World with the show stage will move to Hall 5.

"With the targeted allocation of special shows and forums to the existing exhibition areas, we are creating added value for the trade visitors, which ultimately also benefits our exhibitors," explains Oliver P. Kuhrt, CEO of Messe Essen. Eva Kähler-Theuerkauf, President of the North Rhine-Westphalia Horticultural Association and Chairwoman of the Trade Fair Advisory Board, adds: "The modified hall concept scores points with short distances and a mix of products, special shows and communication areas."

Horticulture Infocenter, Novelty Showcase and Educational Show from 2025 in Hall 4

From 2025, gardeners will receive first-hand specialist information and professional advice on all operational issues in the Horticulture Infocenter in Hall 4. The Central Horticultural Association of Germany, the conceptual partner of IPM ESSEN, its regional and sub-associations and specialist groups will present themselves here and invite visitors to a personal exchange at the joint stand. In addition to the Horticultural Technology Innovation Center with specialist lectures from industry and research, the Educational Show will also provide information on new scientific findings in Hall 4 in future. The Novelty Showcase with the exhibition of all the plant innovations submitted in the race for the title of "IPM Novelty 2025" will also show what top performance horticulture is capable of.

Order experience for the green and floral retail trade

The Federal Association of German Florists (FDF) and its regional associations can be found in Hall 5 from 2025. The show stage will play the leading role in FDF World when the stars of the global floristry scene demonstrate their skills live on it. Floral inspiration and the art of flower craftsmanship will also be provided by tours and



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INFORMATION



workshops as well as installations and POS situations. As usual, exhibitors with floristry supplies and complementary product ranges for the retail trade as well as international plant exhibitors, including from Italy and Turkey, will once again be presenting themselves in Hall 5.

The IPM Discovery Center offers further opportunities to get to know new retail trends and successful marketing concepts for products from all areas of IPM ESSEN. The special show under the creative direction of Romeo Sommers will also move to Hall 5 from 2025. The focus will be on new ideas for addressing customers in garden centres in a target group-oriented way. Guided tours will be offered several times a day.

The exhibition areas in the halls will remain unchanged and will offer trade visitors good orientation as usual:

- Plant area: Halls 1, 1A, 2, 5, 6, 7, 8 and Galeria
- Technology area: Halls 3 and 4
- Floristry and Furnishings area: Hall 5

Further information and stand registration at: www.ipm-essen.de