

March 5, 2024

Contract signed:

Hortifloorexpo China and IPM ESSEN extend cooperation

China's largest horticultural trade fair from May 23 to 25, 2024

Hortifloorexpo China, the leading trade fair for the horticultural industry in China, and IPM ESSEN, the world's leading trade fair for horticulture, are continuing their successful partnership. The two trade fairs are thus promoting international exchange on all aspects of the horticultural industry in China and opening up a profitable new business network for German exhibitors in particular. The next event, "Hortifloorexpo IPM Beijing", will take place as scheduled from 23 to 25 May 2024 at the new China International Exhibition Center in Beijing.

The close partnership between Hortifloorexpo and IPM ESSEN enables exhibitors to benefit from the synergy effects and to establish and expand important business contacts in the Chinese market. For example, Messe Essen organizes the German Nations Pavilion, which presents innovations "made in Germany", and is also responsible for international marketing.

Oliver P. Kuhrt, CEO of Messe Essen, emphasizes the importance of this strong intercontinental partnership: "The extension of the contract not only consolidates our cooperation, but also underlines the position of Hortifloorexpo IPM China as the leading trade fair in the horticultural industry throughout Asia."

Contract signed during the world's leading horticultural trade fair in Essen

The signing of the contract took place during the 40th IPM ESSEN (January 23 to 26, 2024), at which the Vice Secretary General of the China Flower Association, Xuemei Liu, representing Hortifloorexpo, and Oliver P. Kuhrt, CEO of Messe Essen, sealed the cooperation agreement.

Hortifloorexpo IPM China is regarded as the most important platform for innovations, networking and business opportunities for the horticultural industry in the entire Asian region. It is held annually, alternating between Shanghai and Beijing. More than 700 companies from 20 nations are expected to attend the next trade fair in Beijing in May, occupying 40,000 square meters of exhibition space. Trade visitors can look



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forward to an event that presents the latest trends, products and technologies in the green industry. A supporting program with live presentations, forums and horticultural excursions is also planned.