



Essen, 19 December 2023

Extension of the partnership:

## IPM ESSEN and Association of German Nurseries continue on their common path

Climate-resilient greening is one of the top topics at the world's leading trade fair

IPM ESSEN, the World's Leading Trade Fair for Horticulture, and the Association of German Nurseries (BdB – Bund deutscher Baumschulen) are extending their cooperation agreement for a further three years. The contracts were signed by the new BdB President Hajo Hinrichs and the CEO of Messe Essen Oliver P. Kuhrt during the last IPM Advisory Board meeting, which took place at the end of November. The next IPM ESSEN, from 23 to 26 January 2024 at Messe Essen, will increasingly focus on nurseries and their products. This is because they make a decisive contribution to achieving climate targets. More and more municipalities are investing in urban greenery.

"We are very pleased that with the BdB we continue to have a partner at our side who supports us in the content orientation of IPM ESSEN," says Oliver P. Kuhrt. "Through the cooperation with the BdB, IPM ESSEN is emphasizing its importance as a high-caliber knowledge and networking platform. Especially at a time when climate protection through greening is more relevant than ever!"

On the second day of IPM ESSEN, 24 January 2024, the BdB will once again be hosting a forum on the topic of "Big Trees for the City". It is aimed at municipal decision-makers from green space authorities, climate officers and garden and landscape gardeners and will present strategies for greening urban spaces sustainably.

In 2014, the BdB celebrated the premiere of the European Nurserystock Reception at IPM ESSEN in cooperation with the European Nurserystock Association, thus contributing to the further internationalization of the trade fair. The tradition will be continued at IPM ESSEN 2024 on 24 January. The BdB stand in Hall 7 will then once again be the informal meeting place for nurseries from all over Europe.

Hajo Hinrichs: "Since the very beginning, IPM ESSEN has been a trade fair where German nurseries are given their stage. This is where we meet our customers of tomorrow. More and more local authorities are focusing on tree planting in order to achieve climate targets. This requires knowledge and innovation. IPM ESSEN provides



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an ideal setting for combining the two. We therefore very much welcome the extension of the cooperation."

### **Climate trees and biodiversity in practice**

The tours on the topics of "Climate trees" and "Insect-friendly perennials", which were already a great success at IPM ESSEN 2023, offer the opportunity to find out about sustainable plant ranges. The Meeting Point in Hall 6 is the starting point for the guided tours to exhibitors with corresponding climate-resilient plants in their portfolio and was organized in cooperation with the BdB, Association of German Perennial Gardeners (Bund deutscher Staudengärtner) and the Perennial Circle (Stauden Ring). The offer is valid for all days of the fair at 11 a.m. (except Tuesday following "Great Trees for the City" at around 1 to 1.30 p.m.) and 4 p.m.

Also new are the joint stand of the Oldenburg tree nurseries in Hall 7 and a special area on the subject of commercial vehicles in horticulture.

Further information can be found at: <https://www.ipm-essen.de/world-trade-fair/>