



Essen, 17 November 2023

Interactive e-book for IPM ESSEN 2024

for horticulture Everything about the 40<sup>th</sup> world's leading trade fair for horticulture at a glance

Digital brochure enables ideal planning of the trade fair visit

Informative, convenient, interactive – for the 40th IPM ESSEN, Messe Essen is publishing an e-book on the event for the second time. On 20 pages, reviews about the origins, information on the special areas and the large supporting programme of the world's leading trade fair are presented interactively. Links and video clips round off the offer. This gives everyone who is interested the opportunity to gain a comprehensive overview of IPM ESSEN, which will take place from 23 to 26 January 2024, and to plan their visit to the fair in the best possible way.

Around 1.7 million trade visitors, 44,000 exhibiting companies and around 193,600 innovations presented – these are impressive figures that IPM ESSEN can boast after more than four decades of existence. Since it was first held in 1983, the trade fair has grown continuously and is the only trade fair in the world to cover all areas of horticulture - from plants to technology and floristry to garden features. With more than 1,400 exhibitors from around 50 nations, the event will once again live up to its claim to be the world's leading trade fair for the industry in its anniversary year 2024.

"With the e-book we want to offer a good service for trade fair planning. Videos, photo galleries and further links provide a review of the past 39 trade fairs and at the same time an outlook on what awaits us," says Andrea Hölker, Head of Project of IPM ESSEN. "We are looking forward to the anniversary edition of IPM ESSEN."

## Comprehensive supporting programme for trade fair visitors

What once began as a pure product show has long since become an established trade fair where trade visitors and decision-makers can look forward to a professional exchange and an exciting supporting programme. This creates optimum added value. One example of this are the various special shows, which focus on important topics in the horticultural industry and present new products,



MESSE ESSEN GmbH  
Messeplatz 1  
45131 Essen | Germany  
Presse-Kontakt | Press Contact  
Luise Halfmann  
Fon + 49.(0)201. 72 44-898  
luise.halfmann@messe-essen.de  
Presse-Fotoservice |  
Press Photo Service  
Ayben Dürümoglu  
Fon + 49.(0)201. 72 44-780  
ayben.dueruemoglu@messe-essen.de  
www.messe-essen.de  
www.ipm-essen.de  
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## INFORMATION



facets and innovations. The inspiring "Green City" meeting point in Hall 1A is one such example. In addition to the IPM Innovations Showcase and the FDF World, the IPM Discovery Centre will also be located there for the first time. The POS experience world will focus on the latest sales concepts for green products. At the Show your Colours Award, visitors can vote for products with that certain something. In addition to the IPM Concept Store, a premiere will also take place in Hall 5: The Best Practice Award in the floristry sector will be awarded for the first time. For the technology sector, exciting presentations are once again waiting in the wings at the Horticultural Technology Innovation Centre in Hall 4. Daily guided tours by industry experts on the topics of sustainability through climate-resistant trees and insect-friendly perennials round off the programme.

All of this is just a small insight into the numerous offers that the anniversary IPM ESSEN has in store for visitors and which are presented in the e-book.

The e-book is available for browsing as an interactive online version with numerous links on the website <https://www.ipm-essen.de/world-trade-fair/e-book/>.