



Essen, April 15, 2024

From 2025 for the first time at Messe Essen:

Landgard Order Days at IPM ESSEN

Green sector receives central order date at the beginning of the year

The world's leading trade fair for horticulture and Germany's leading marketing organization in horticulture will go even closer together in future: From 28 to 31 January 2025, the Landgard Order Days will take place for the first time at IPM ESSEN at Messe Essen. The decision was announced jointly by Oliver P. Kuhrt, CEO of Messe Essen, and Dirk Bader, Chairman of Landgard eG, at the latest IPM Advisory Board meeting.

"IPM ESSEN is the central marketplace where the global industry meets at the beginning of the year to start the season with new ideas and concepts. With the Landgard cooperation, we are offering the green trade an even more attractive order platform than before," explains Oliver P. Kuhrt. Dirk Bader adds: "The trade in plants and flowers is internationally oriented. The integration of the Landgard Order Days into IPM ESSEN creates synergies and gives the market the opportunity to find out about new products efficiently in one place and to place orders at the same time. We are therefore very pleased that we are expanding our marketing activities at the world's leading trade fair and thus reaching a large audience."

At the last Order Days 2024 in Oberhausen, 150 suppliers offered around 3,000 different plants, including many new products. In addition to Germany, the goods also came from neighboring countries such as the Netherlands, Italy and Denmark - all of which are also important exhibitor and visitor nations at IPM ESSEN.

Outlook for 2025

Around three months after this year's fair, 80 percent of the space at IPM ESSEN 2025 has already been booked. Already in the re-booking during the last event, 70 percent of the exhibitors decided in favor of a stand at the world's leading trade fair for horticulture.

As usual, Landgard's trade fair presentation will once again include consumer-oriented concepts and collections, which will be presented to trade visitors in atmospheric arrangements and themed worlds. In addition, the "Flower hour" networking event is planned again.

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



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