



Essen, January 28, 2025

World's leading trade fair for horticulture:

## IPM ESSEN 2025 ceremoniously opened

Plant innovations showcased on the big stage

The 41<sup>st</sup> International Plant Fair (IPM) officially opened today and welcomes trade visitors from all over the world to Messe Essen. Until Friday, more than 1,400 exhibitors from around 50 countries will be showcasing their products from the fields of plants, technology, floristry and garden features. Numerous representatives from business, associations and politics took part in the opening ceremony. The Minister-President of the State of North Rhine-Westphalia, Hendrik Wüst, gave a video message. Speakers at the event included Eva Kähler-Theuerkauf, President of the Central Horticultural Association (ZVG), and Silke Gorißen, Minister for Agriculture and Consumer Protection of the State of North Rhine-Westphalia. In addition, innovative plant varieties were in the spotlight on the opening stage at the 'IPM Novelty Showcase' competition. A total of eight prizes were awarded – including a special prize.

Eva Kähler-Theuerkauf, President of the Central Horticultural Association (ZVG) and the NRW State Horticultural Association, emphasised the importance of the world's leading horticultural trade fair in her speech. The trade show would once again demonstrate the achievements of the green sector. At the same time, she appealed to politicians to optimise the framework conditions: "Horticulture is facing up to climate change and the associated challenges. Now is the time for horticulture to receive the political support it needs."

Minister Gorißen assured: "North Rhine-Westphalia is Germany's number one horticultural state, both in terms of plant production and the wide range of high-quality horticultural services on offer. Here in NRW, the industry also comes together at the most important international horticultural trade fair to present new innovations and to network. We are proud of our strong, vibrant and innovative horticultural industry. The sector will continue to need good framework conditions and planning security in the future. As Minister of Agriculture, I will continue to stand up for our businesses, for example when it comes to reducing bureaucracy. We need more practicable and practical solutions, which is why I hope that the new federal government will show greater commitment to horticultural businesses."



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## These are the IPM novelties 2025

The 'IPM Novelty Showcase' competition initiated by the ZVG once again proved that the green sector is innovative and powerful with a lively participation: 33 exhibitors from eleven countries submitted a total of 55 plant innovations in the run-up to the trade fair. One of the highlights of the opening was therefore the ceremonial announcement of this year's winners. A total of seven new varieties were honoured in different categories and one additional plant was awarded a special prize by the jury. The certificates were presented by Andreas Kröger, ZVG Vice President (Hamburg) and the German Flower Fairy 2024/25, Anne-Marie Bals.

In the **'Spring Flowering Plants'** category, the expert committee chose *Primula acaulis* Flamenco Mix F1 from Rudy Raes Bloemzaden n.v. in Belgium. This flamenco dancer has uniquely fringed flowers and pays homage to Spanish tradition. For the jury, the ruffled flowers, which are unique to F1 hybrids, were the deciding factor for the award. This is completely new for generatively propagated primroses and offers a cultivation advantage for growers.

In the **'Bedding and Balcony Plants'** category, Sundaville® Blue from Suntory Flowers Europe in the Netherlands was honoured as the 'IPM Novelty 2025'. The attractive growth with less vigorous tendrils makes this Sundaville so special. The extraordinary colour of the flowers varies from pink to shades of blue-violet. It flowers throughout the summer and also likes a spot in full sun.

In the **'Flowering Indoor Pot Plants'** category, *Cyclamen persicum* 'Illusia' from Schoneveld breeding in the Netherlands was awarded the title 'IPM Novelty 2025'. The new flower shape means it is not immediately recognisable as a typical cyclamen. In full bloom, it resembles a corolla with countless buds underneath. It is best suited for autumn cultivation. The consumer can enjoy an excellent shelf life of up to four weeks without the flowers ageing.

In the **'Tree Nursery Products'** category, the jury chose *Cornus kousa* Flower Tower from Diderk Heinje Pflanzenhandelsg.mbH & Co. KG from Germany. The particularly slender shape can be a highlight for small gardens in urban areas and thus expands the range of the attractive *Cornus kousa* for another important use. The abundant flowering and exciting autumn colours complete the picture.

*Asplenium antiquum* 'Yuaspgio' Gioia from Vitro Plus B.V. in the Netherlands was honoured in the **'Foliage Indoor Pot Plants'** category. This fern expands the extensive range of green houseplants with unique, serrated leaves and a stunning, fresh green colour that brightens up any interior. An excellent new trend fern and a variation on the existing bird's nest ferns.



Musa sikkimensis Ever Red from Hoogeveen Plants BV from the Netherlands won in the **'Container Plants'** category. The special leaf pattern with green and chestnut-red leaves and the compact growth impressed the jury. As is usual for bananas, this Musa also loves warm temperatures and is therefore an attractive addition to the European plant range in times of climate change. It immediately adds a tropical touch to any space.

In the **'Cut Flowers'** category, Rosa Hybrid Under the Stars™ Rosa Loves Me® from the Danish company Roses Forever ApS was recognised as a speciality. With five to seven flowers on just one stem, rose lovers immediately have a whole bouquet in their hands. They also have a very long shelf life to the delight of all decoration fans. The vivid yellow colour is unique and has an interesting green shimmer.

The Hibiscus syriacus Flower Tower Ruby from the companies Kordes Jungpflanzen Handels GmbH and Heinje was honoured with a **special prize from the jury** this year. The narrow columnar form is new for hibiscus and is therefore very suitable for small gardens, but also for balconies or terraces - it can also be planted as a hedge. It branches out well and delights bees and butterflies with its long flowering period from the end of July to the beginning of October.

All 55 plants that took part in the IPM Novelty Showcase will be on display in Hall 4 in the ZVG Horticulture Info Centre. Visitors will be able to discover the latest innovations and trends in the plant market and take part in the visitor survey throughout the event. The public prize will be awarded on the penultimate day of the fair, 30 January 2025.