

Essen, 10 November 2025

IPM ESSEN floristry programme revamped:

IPM Flower Stage – the platform for floristry highlights

Get-together on the Thursday of the trade fair

Trade visitors to IPM ESSEN from 27 to 30 January 2026 will be able to experience floral inspiration, creative concepts and floral trends up close on the new IPM Flower Stage in Hall 5, when it's 'curtains up' for all exhibitors and institutions in the green industry. The new concept offers the opportunity to actively participate in the show programme. The Professional Association of German Florists – Federal Association e. V. (FDF) is supporting the implementation and effective staging. The get-together on Thursday, 29 January 2026, from 5 p.m. onwards will provide an opportunity for informal networking.

"Hall 5 is the central meeting place for floristic trends and inspiration. This is where living greenery is showcased. In order to share this special atmosphere with the entire industry, we are opening the stage to all interested exhibitors for the first time," explains IPM Head of Project Andrea Hölker.

The new IPM Flower Stage is the next step in the evolution of the former FDF World. Manufacturers, wholesalers, florists and industry institutions present their products, concepts and ideas on this unique revolving stage. A special highlight is the 'Aloha Show' by renowned floristry star Björn Kroner. With his unmistakable style, he brings tropical lightness, colourful floral diversity and inspiring design ideas to the stage.

One stage – many possibilities

Exhibitors can choose from a range of participation packages – from Basic to Premium+ – which include different services depending on their requirements. Participants in the IPM Flower Stage have the opportunity to get involved with shows, workshops, product presentations, plant sponsorship or giveaways for the audience. Each package includes logo placement in the stage area, as well as participation in the florist get-together on 29 January. From 5 p.m. onwards, the Thursday of the fair will



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come to a relaxed finish with a DJ around the IPM Flower Stage, inviting visitors to engage in personal exchanges.

Greater visibility – greater impact

With this new concept, participating exhibitors benefit from a wide communication reach: IPM ESSEN integrates the IPM Flower Stage into its trade fair communications – on site, online and on social media. In addition, the IPM team offers comprehensive support from booking and programme coordination to implementation – all from a single source. The FDF is available to advise exhibitors as needed and takes care of the floral design and professional presentation on stage.

Further information and registration at: ipm@messe-essen.de