

Essen, 15 January 2026

IPM ESSEN 2026:

Guided tours on trends, product ranges and technology

Experts take visitors on a tour of the world's leading horticultural trade fair

Compact, informative and practice-oriented: from 27 to 30 January 2026, IPM ESSEN will be offering exclusive guided tours on key horticultural topics. Whether retail inspiration, climate-resilient product ranges, young plant expertise, speed learning or innovative technologies – the tours take trade visitors to selected stops and provide quick, well-founded orientation around the fair. Interested participants can reserve a place via the following link: www.ipm-essen.de/world-trade-fair/guided-tours/

At the **IPM Discovery Center**, the focus is on creative POS concepts, retail trends and sustainable ideas for the green retail sector – in 2026 under the motto "Brutalism, reinterpreted in green." The 30-minute trend tours with Romeo Sommers start at the IPM Discovery Center in Hall 5, Stand 5J16, on 27, 28, 29 and 30 January at 10.00 a.m. and 2.00 p.m.

The "**Climate Trees and Perennials**" tours focus on biodiversity as well as climate-adapted woody plants and perennials, offering practical insights into current projects. The tours depart at the meeting point in Hall 6, Stand 6J24. They last 45 minutes and begin on 27 and 29 January at 11.00 a.m. and 3.00 p.m., on 28 January at 1.00 p.m. and 3.30 p.m., and on 30 January at 11.00 a.m.

The **Young Plants** guided tour provides, in 45 minutes, a compact market overview of innovative varieties, reliable quality and forward-looking concepts in the young plants sector in Halls 1 and 2. The starting point is daily at 1.00 p.m. at the Gardeners' Forum in Hall 2, Stand 2B17.

On the **Technology Trend Tour**, trade visitors discover intelligent automation, sustainable production approaches and innovative technologies from the green sector directly at exhibitors' stands. The 60-minute tours take place on the second and third day of the fair at 11.00 a.m. The meeting point is the Innovation Center Horticultural Technology in Hall 4, Stand 4A16.



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The **Speed Learning Tour** invites visitors to take a walk around the fair with engaging bite-sized insights: participants visit selected exhibitors and learn more about exciting horticultural topics in just 100 seconds. Each stand visit is confirmed with a stamp on the route card. Anyone who hands in the completed route card at Hall 2, Stand 2C33 and drops it into the raffle drum will be entered into a prize draw with attractive prizes (including €500, €300 and €200, plus annual subscriptions to the Green Learning App) – and will also receive a surprise bag including small snacks. The draw will take place on the last day of the fair at 2.00 p.m. at the German Plant Nursery and Young Gardeners stand (Stand 2C33).