



Essen, 28th February 2023

Digitally relive the world's leading trade fair for horticulture:

Virtual showrooms of IPM ESSEN 2023 now online

IPM Discovery Center and FDF-World show trends for green retail

The International Plant Fair IPM ESSEN 2023 ended successfully at the end of January. From now on, retailers of the green sector, garden center operators and florists can relive the trends of the world's leading horticultural trade fair online: on the one hand in the digital IPM Discovery Center, on the other hand in the virtual trade fair tour through the FDF World, the presentation of the Association of German Florists (Fachverband Deutscher Floristen – Bundesverband FDF). The digital offers can be accessed via the IPM ESSEN website at www.ipm-essen.de.

The showrooms demonstrate how innovative and creative sales concepts can be implemented in a company's own store. They quickly and conveniently provide further information on trends, products and manufacturers. In 2023, the IPM Discovery Center, under the leadership of Dutch green stylist Romeo Sommers, is all about sustainable retail ideas: from trendy plant arrangements such as the self-sustaining "garden in a bottle" or insect-friendly perennial combinations to track-and-trace-capable reusable packaging solutions and plant pots made of recycled paper.

Virtual tour through the floral FDF World

The FDF is also making its appearance at this year's IPM ESSEN available digitally and invites visitors to take a virtual tour of the trade fair. Trade visitors can once again immerse themselves in floral creations by the best national and international floral designers, trend presentations on the classic flower chrysanthemum, inspiring mood boards with shapes, colors and materials as well as lots of information for a contemporary approach to customers.

After IPM ESSEN is before IPM ESSEN

The next opportunity for trade visitors to get to know the innovations, trends and products of the international green sector in person and on site will be from 23rd to 26th January 2024, when the world's leading trade fair for horticulture IPM ESSEN will take place for the 40th time at Messe Essen.



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

Veröffentlichung kostenfrei –
Beleg erbeten
Publication free of charge –
Copy requested