



Essen, November, 14, 2024

International Plant Fair from 28 to 31 January 2025:

That's new at IPM ESSEN

Gardeners Forum, IPM Express and Green Cities Award

IPM ESSEN from 28 to 31 January 2025 will provide a preview of what the green sector can expect in the coming year. Exhibitors from around 50 countries will present their innovative products and services in the fields of plants, technology, floristry and garden features at Messe Essen. The world's leading trade fair for horticulture is more than just an exhibition: Messe Essen has put together a cutting-edge supporting programme with many new events and services for the next edition – including in the young plant and tree nursery sectors.

“The industry is facing major challenges. It is therefore important to continue to develop IPM ESSEN along the market. I am sure that our new formats, such as the new Gardeners Forum or the IPM Express Bus, will be well received,” explains Oliver P. Kuhrt, CEO of Messe Essen. “The preparations for IPM ESSEN 2025 are running at full speed and are already showing good developments today. Despite the well-known difficult framework conditions, it is recognisable that we will grow in terms of exhibitors. This is confirmed by numerous new registrations,” adds Andrea Hölker, Head of Project of IPM ESSEN.

New in Hall 2: forum and tour for gardeners

Most of the exhibitors belong to the plant sector, as no other trade fair has such a large and extensive range as IPM ESSEN. The slogan of the world's leading trade fair “Endless green variety” could not fit any better. The organisers are therefore paying particular attention to plants: A new feature is the Gardeners Forum in Hall 2 as the central point of contact for horticultural producers. Experts from the industry will give specialist presentations, hold panel discussions on current topics relating to young plants and exchange ideas with trade visitors on best practices, sustainability, biodiversity, trends and plant innovations. Meet & Greets with personalities from the industry and politics are also planned every morning. The



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Gardeners Forum is also the starting point for guided tours to participating exhibitors from the young plant sector.

New: IPM Express Bus

IPM ESSEN 2025 is expanding its visitor services with the “IPM Express” so that gardeners in particular can take advantage of the extensive range of offers at IPM ESSEN. Buses will travel from the largest horticultural regions – such as the Lower Rhine region – to IPM ESSEN and will take visitors comfortably to the entrance to the trade fair and back again.

New in Hall 7: Green Cities Award

Greenery as a design element in public spaces is good for the climate and an essential feel-good factor for life in urban centres. From 2025, the Green Cities Award will be presented annually at IPM ESSEN. The award, which has been presented by the European Nurserystock Association (ENA) for the past four years, recognises outstanding projects that promote green and sustainable cities in Europe. The nominees from the participating ENA member countries will be presented opposite the stand of Bund deutscher Baumschulen – BdB (Association of German Nurseries) in Hall 7. The winner will be announced at a ceremony on Thursday of the trade fair.

The BdB seminar “Woody plants in the water-sensitive city” on Wednesday of IPM ESSEN will cover other exciting aspects. This will be followed the next day by the future congress “GaLaBau Ausblicke”, organised by Verband Garten-, Landschafts- und Sportplatzbau NRW (Association for Garden, Landscape, and Sports Ground Construction North Rhine-Westphalia).

Further programme items

Other established formats will be presented on a larger scale – in some cases at other locations. The Horticultural Info Centre, which is run by ZVG – Zentralverband Gartenbau (Central Horticultural Association) and Landesverband Gartenbau Nordrhein-Westfalen (State Horticultural Association of North Rhine-Westphalia), will from now on be located in Hall 4. Due to its proximity to the Innovation Center Horticulture Technology, the associations will also use the stage and provide an additional programme. The educational show “Gardeners can do it” and the innovations showcase will also be located in Hall 4.



Trend Hall 5 with new ideas for the retail trade

FDF – Fachverband Deutscher Floristen – Bundesverband (Federal Association of German Florists) is also changing its location and can be found in Hall 5. Trade visitors will be able to experience elaborate floral design both in the FDF World showrooms and live on the large revolving stage, where international florists will be demonstrating their creative craftsmanship. The workpieces from the IPM competitions will also be on display in Hall 5. The motto of the 2025 Trade Fair Cup is: “Boundless blooming community”. The IPM Discovery Centre, headed by Romeo Sommers, will be presenting even more trends for the green retail trade. From POS concepts to marketing stories, the green stylist will be passing on his expertise for a successful customer approach.

Keeping an eye on the next generation

Getting young people interested in horticulture – this has always been the goal of the green associations at IPM ESSEN. In 2025, the Training Day will be replaced by a new event format for secondary school follow-up classes. Instead of being bundled on one day, IPM ESSEN will now welcome groups of schoolchildren every day to introduce them to the many different green professions.

As part of the recruitment of skilled labour, the Career + Future Forum and the Green Career Wall with job offers and applications will also be offered once again.

Always informed with the e-book

The IPM ESSEN e-book is now online at <https://www.ipm-essen.de/world-trade-fair/e-book/>. It provides visitors with a comprehensive overview of the range and programme of the world's leading trade fair for horticulture. The digital information brochure will be updated continuously.

IPM ESSEN is only for trade visitors and will open from Tuesday (28 January) to Thursday (30 January) from 9 a.m. to 6 p.m. On Friday (31 January), the exhibition halls will close at 5 p.m.

Further information can be found at www.ipm-essen.de.