



Essen, 25 May 2022

On 13 and 14 June 2022 at Messe Essen and Grugapark:

Registration for the programme of the IPM Summer Edition now starting

Ticket shop for trade congress and summer party open

On 13 and 14 June 2022, Messe Essen will once again be the networking platform for the green sector. In Halls 7 and 8, the IPM Summer Edition invites visitors to get to know innovative products and to exchange professional views. The extensive supporting programme of the two-day trade fair will provide information about current topics and trends. Interested visitors can now register for the trend tours in the IPM Discovery Center and the guided walks in the Grugapark. Admission tickets for the trade fair as well as tickets for the Trade Congress and the Summer Party are available in the online shop.

"The programme of the IPM Summer Edition in the exhibition halls, in the Congress Center and in the Grugapark provides the ideal setting for personal discussions in a pleasant summer atmosphere, for presenting innovations and for taking new impulses into the current horticultural year. We are very much looking forward to the green sector", says Oliver P. Kuhrt, CEO of Messe Essen, looking ahead to the forthcoming event.

Guided trend and thematic tours

Several times on both days of the fair, green stylist Romeo Sommers will lead visitors on his trend tours for about half an hour through the IPM Discovery Center in Hall 8. The focus will be on retail trends and POS concepts as well as practical marketing tips outside the shop.

In cooperation with the Grugapark and the Association of the Model Gardens in the Grugapark, the IPM Summer Edition offers various guided tours through one of the most beautiful public gardens in Germany. In addition to general overview tours, there is a wide selection of other interesting special thematic tours: Among other things, participants can learn more about the plant diversity in the show houses including the bonsai collection, the model gardens, the special features of the botanical garden, alternating plant concepts, the tree population in the Grugapark as well as about the



MESSE ESSEN GmbH
Messeplatz 1
45131 Essen | Germany
Presse-Kontakt | Press Contact
Luise Halfmann
Fon + 49.(0)201. 72 44-
898luise.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-summeredition.de
Veröffentlichung kostenfrei –
Beleg erbeten
Publication free of charge –
Copy requested



park development. Sustainability topics are covered during the School Nature tours. The tours last approximately one hour.

The trend tours of the IPM Discovery Center and the Grugapark tours are included in the admission to the fair. Places are limited to 25 people per tour, so interested visitors should be quick and secure their slot now.

Trade Congress and IPM Summer Party

The first Trade Congress, organised by the North Rhine-Westphalia Horticultural Association, the Association of the German Flower Wholesale and Import Trade - BGI, Landgard and Messe Essen, will start at 9 a.m. on 13 June. "Think, Say, Do - A look at our industry world of tomorrow" is the motto of the half-day format in the Congress Center East at Messe Essen. The topics range from current industry developments to peat substitutes and sustainable packaging to plant marketing. A ticket for the trade congress includes admission to the fair. The congress language is German.

From 6.30 p.m., congress participants, exhibitors and visitors will have the opportunity to review the day at the IPM Summer Party in the lovely Grugapark right next to the exhibition halls. Street food and catchy live music by the show band "Goodfellas" invite you to an entertaining evening in relaxed company.

Further information, tickets for the trade fair, the trade congress and the summer party as well as registration for the supporting programme and times are available at www.ipm-summeredition.de.