



Essen, 27 January, 2020

Producing horticulture introduces itself:

IPM ESSEN 2020 shows a wide range for gardeners

Plants, technology, equipment - the world's leading trade fair provides information

IPM ESSEN, the world's leading trade fair for horticulture, will be just as varied as the job profile of the gardener. It will be held at Messe Essen from 28 to 31 January 2020 and will offer trained experts a complete overview of the market - regardless of whether their field of application is tree nursery, cemetery gardening, horticulture and landscaping, vegetable or fruit growing, perennial horticulture or ornamental plant cultivation. More than 1,500 exhibitors from around 50 nations will present their innovative products and services to trade visitors from all over the world. IPM ESSEN will be regarded as a signpost for the coming horticultural season. Because: Markets change and, with them, the trends, too.

What's new? What's good? What's pleasing? This is what experts ask themselves at the beginning of the year. The demand for products which are sustainable, resource-saving and suitable for climate change is growing. IPM ESSEN will present innovative technology, plants and equipment. A first-class program with lectures and stage shows will run parallel to this. The International Horticultural Forum will be held especially for the sector. The Innovation Showcase will present particularly innovative breeds.

With Halls 1 and 2, a part of Hall 5, Halls 6, 7 and 8 as well as the Galeria, the majority of the site area will be reserved for the presentation of plants of all kinds, including vigorous perennials and stems, proven bedding and balcony plants and robust seasonal plants, rarities and beauties from all over the world. At this year's IPM ESSEN, 20 countries will present their ranges on joint stands, mostly under the umbrella of large export organizations. There, visitors will be able to gain insights into country-typical special features - Taiwan, for example, will present the orchid, Great Britain the English rose and Sri Lanka the coconut fiber.

New breeds in competition

Every year, international breeders bring numerous new creations to the market, in the colors of the season and with ever changing characteristics. Many exhibitors



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actually develop their plants towards the start of the fair and present them in Essen - even before the market launch. No fewer than two competitions will help producing horticulture to orient itself: the Innovation Showcase and the Show Your Colors Award.

The Innovation Showcase in the Green City in Hall 1A will honor the best breeds in the following categories: Bedding and Balcony Plants, Spring-Flowering Plants, Flowering House Plants, Green House Plants, Woody Plants, Perennials and Tub Plants.

In addition, the nominations for the Show Your Colors Award will be on show. The award will recognize the added value of a plant which is generated through successful storytelling - that is, through a story in the background which is tailored to the product. Visitors can vote for their favorites on BIZZ's stand (8A40) in Hall 8. Perennial plants and woody plants with the smartest marketing ideas will be distinguished. The prizes will be handed over at 3 p.m. on Thursday.

The International Association of Horticultural Producers (AIPH) will present the "Grower of the Year Awards" to the people behind successful new breeds. The festive gala for the world's best plant breeders will take place in the evening of the first day of the fair.

Horticultural Infocenter - an industry introduces itself

The professional associations of the green sector will meet up in the Horticultural Infocenter under the roof of the Green City, Hall 1A. The Central Horticultural Association (ZVG), the conceptual sponsor of IPM ESSEN, and the co-organizer, the North Rhine-Westphalia State Horticultural Association, will present their spectra of services. Furthermore, the Federal Association of Ornamental Plants (BVZ), the Federal Association of Retail Gardeners (BVE) and the Federation of German Cemetery Gardeners (BdF) will show their ranges of services.

In addition to the professional associations, institutions from the fields of consulting, science and research as well as training and further education will provide insights into their work. Visitors can inform themselves about possibilities of financial support for ongoing education or questions of company succession. Experts will explain modern plant protection strategies such as the use of beneficial organisms but the requirements for the plant passport will be explained, too. The document has been mandatory for horticultural businesses producing plants for planting since December last year. As the title suggests, the educational show called



"Borders Blur - a Sector in Flux" will be about the prevailing upheaval in horticulture.

Green career

The green associations will invite pupils from Classes 7 to 10 to IPM ESSEN at 10 a.m. on 29 January to obtain information about green professions such as horticultor. In addition, the stand of the young gardeners will offer a contact point for young professionals. In cooperation with the Federal Association of University Graduates/Engineers in Horticulture and Landscape Architecture (BHGL), the German Garden Industry Association (IVG) as well as Messe Essen, the Eugen Ulmer publishing house is organizing the Profession + Future Forum which will be held in the new East Congress Center on Thursday, 30 January. The podium will be aimed at junior managers in horticulture. On the basis of their own careers, the speakers will show which career paths are possible in the sector - for example, from gardener to project manager in a management consultancy specializing in horticulture. Current job vacancies and searches will be published on the "Green Careers Wall" in Hall 1A.

Technology and horticulture

IPM ESSEN will make it clear what technical possibilities are now available for producing healthy and high-quality plants. Gardeners control the temperature for cultivation with modern air conditioning technology. Watering is also done at the push of a button. Suppliers of greenhouses and irrigation and fertilization systems as well as manufacturers of substrates and fertilizers will be concentrated in Halls 3 and 4.

Tree nurseries and climate change

In one part of Hall 5 and in Halls 6, 7 and 8, tree nurseries from all over the world will provide information about their ranges. Heat waves and prolonged periods of drought which are becoming more and more probable in their frequency and intensity are presenting the profession with new challenges. Against the background of the current climate debate, local authorities, for example, must find new concepts for urban green areas. They are looking for plants which can withstand extreme weather conditions.

What answers do the tree nurseries provide? To this end, the Federation of German Tree Nurseries, as part of the cross-border project entitled "Green Cities for a Sustainable Europe", will offer a two-hour seminar on the topic of "Designing



Sustainability in the Community - Reports from Open Space Planning" from 10:30 a.m. on 29 January. Where the path for the community of states is heading will be the subject of a discussion by the European Nurserystock Association (ENA) which traditionally meets up at the fair, this time at 5.30 p.m. on 29 January. The "Green City" Foundation is also planning special information tours on climate trees.

Focus on France, the partner country of IPM ESSEN 2020

France will be the partner country of this year's IPM ESSEN. Under the motto "Quality & Innovation. The French Touch!", trade visitors will have the opportunity to discover novelties from top breeders and producers from all over France. In parallel, the International Horticultural Forum on Thursday will focus on how research, cooperation and public green spaces can drive innovation and quality in the horticultural sector and strengthen the importance of plants for better health and quality of life. The speakers will include French landscape architects, including Michel Audouy from the Ecole Nationale Supérieure du Paysage (ENSP) in Versailles and Jean-Marc Bouillon, Chairman of the Nature Intelligence Foundation.

Well-informed with the trade fair app

The free IPM ESSEN app for iOS and Android provides information all about the fair directly on the smartphone, such as the list of exhibitors and the hall plan with the locations of individual exhibitors. In addition, users can compile their personal visit plans.

Tickets and prices - cheaper in advance via the Internet

A day ticket for IPM ESSEN costs 23 euros online and the price at the box office will be 35 euros. The fair will be open from 9 a.m. to 6 p.m. from Tuesday to Thursday and from 9 a.m. to 5 p.m. on Friday. Those interested can find further information on the website at www.ipm-essen.de.

About IPM ESSEN

IPM ESSEN is the world's leading fair for horticulture. It will be held for the 38th time at Messe Essen from 28 to 31 January 2020. More than 1,500 exhibitors from around 50 nations will present their innovative products and services along the entire value added chain of plant production to trade visitors from all over the world: from plants via technology and floristry to equipment for the point of sale. France will be the partner country of IPM ESSEN.