



Essen, January 21, 2019



IPM ESSEN 2019:

World's Leading Fair for Horticulture Offers a Top-Class Supporting Programme to Trade Visitors

Lectures Series and Discussion Forums Pass on the Newest Developments in the Sector

IPM ESSEN is an absolute must in the horticultural calendar not only because of its comprehensive range of products on offer. An excellent supporting programme will lure trade visitors from all over the world into the Ruhr metropolis in order to exchange ideas with experts and to profit from new findings. Here is an overview:

The first day of the fair, January 22, will be totally characterised by the partner country Belgium. At 10.00 a.m., the **official opening ceremony** for IPM ESSEN 2019 will take place in the Europa Hall in the West Congress Centre. Not only Ursula Heinen-Esser, Minister for Environment, Agriculture, Conservation and Consumer Protection of the State of North Rhine-Westphalia, and Hans-Joachim Fuchtel, Parliamentary State Secretary in the Federal Ministry of Food and Agriculture, but also the Belgian ambassador His Excellency Baron Willem van de Voorde will deliver welcoming addresses. At 2.00 p.m., **Belgian new breeds** will be presented on the booth of the Flanders' Agricultural Marketing Board (VLAM) in Hall 2. Moreover, VLAM will expect a large number of invited guests, including Flemish producers, trading partners and the trade press, on the occasion of the "Belgian Evening" on Tuesday. And the **opening show on the floristry stage** in Hall 1A will also fly the flag of the royal partner country. With reference to the internationally recognised flower show called "Fleuramour" in Alden Biesen in Belgium, well-known Belgian and international florists will come up with a flowery and thrilling stage show at 11.00 a.m. The show will be presented by the Trade Association of German Florists (FDF) and Fleurkreativ.

Wednesday, January 23

The second day of the fair will start at 10 a.m. with the **Training Day** (in the Germany Hall in the South Congress Centre). Under the motto "I LOVE GREEN", pupils from Classes 8, 9 and 10 at mainstream schools will be provided with extensive information about the gardener and florist occupations.



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The EU campaign called "Green Cities for a Sustainable Europe", the Federation of German Nurseries (BdB) and THE GREEN CITY foundation will invite people into the Berlin Hall in the West Congress Centre for the **seminar entitled "Urban Green Areas in the Climate Change"** from 10.30 a.m. to 12.30 p.m. The speakers will address the following subjects: Prof. Dr. Hans Georg Edelmann, University of Cologne: "Urban Planning of the Future: From Grey Facades to Green Lungs"; Christoph Dirksen, Managing Director of the Ley nursery: "Old and New Ranges of Woody Plants in the Climate Change"; and Dipl.-Ing. Yvonne Göckemeyer, landscape architect and member of the Federation of German Landscape Architects (bdla): "From Practice: Close-to-Nature Rainwater Management Using the Example of the Wupperbogen District in Leichlingen".

The **European Nursery Reception** on the BdB booth in Hall 7 from 5.30 p.m. will offer time for networking. In cooperation with the European Nurserystock Association, people from nurseries all over Europe and beyond will be given the possibilities of exchanging ideas amongst colleagues in a relaxed atmosphere here.

Thursday, January 24

No fewer than three highlights in the supporting programme will await the trade visitors on the third day of the fair. The **Occupation + Future Forum** organised by the Eugen Ulmer publishing house in Room A in the East Congress Centre from 10.30 a.m. to 12.00 noon will deal with perspectives for young managerial staff. The Green Careers Wall in the foyer of the Grugahalle will also be interesting in this connection. Job requests and offers will find a space here.

At 11.00 a.m., IPM ESSEN will focus on **horticulture and landscaping**. The North Rhine-Westphalia Association for Horticulture, Landscaping and Sports Field Construction will stage its **Future Congress** under the title "New Work - The Working World of the Future" in the Germany Hall in the South Congress Centre. The speakers will approach the subject by considering it from different perspectives. They will include the publisher Dr. Florian Langenscheidt and the presenter Tjen Onaran. The other speakers will be Tanja Nackmayr, Managing Director for Education and Labour Market Policies at the Entrepreneurs of North Rhine-Westphalia, and Tjards Wendebourg, Editor-in-Chief of DEGA GALABAU. The event will be accompanied by the graphic recording of the artist Dagmar Gosejacob. This will constitute a drawn live documentation which will summarise core statements into one large-format picture.

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The **International Horticulture Forum** will have the partner country Belgium as its guest. From 2.00 p.m. to 5.00 p.m., experts will discuss the subject of "Sustainability in the Horticulture of the Future". The speakers will include high-ranking experts from the "Ornamental Plant Cultivation Technopool" which the two Belgian research institutes, the "Proefcentrum voor Sierteelt" (PCS - Ornamental Plant Research) and the "Instituut voor Landbouw-, Visserij- en Voedingsonderzoek" (ILVO - Research Institute for Agriculture, Fisheries and Food), founded together with the Ghent University and the University College Ghent. Amongst others, the lecture titles will be "Innovative Belgian Ornamental Plant Cultivation and the Support by Technopool Ornamental Plants" or "Controlling Growth Processes".

On All Days

The programme on FDF's revolving stage in the Green City in Hall 1A will feature not only the Belgian opening show but also other **spectacular floristry shows**: Frédéric Dupré from France, Sara-Lisa Ludvigsson from Sweden, the Dutch floral designer Hanneke Frankema as well as the Pole Tomasz Max Kuczynski and Ahti Lyra from Estonia are all members of the florists community called "Floral Fundamentals". For FDF and GFresh, they will appear in a major **international floristry show** in this line-up for the first time. They will present flowery wedding decorations and breathtaking floral creations to the trade public - exciting, different and innovative. The shows will take place at 2.30 p.m. on January 22, at 1.00 p.m. on January 23 and at 11.00 a.m. on January 24.

Furthermore, FDF and FleuraMetz will present a **show featuring Germany's best florists**. The reigning German Champion of Florists Michael Liebrich, the runner-up Heiko Steudtner and the third-placed Franziska Strobl will present a dynamic florist show to the public at 11.00 a.m. on Wednesday and at 2.00 p.m. on Thursday. Amongst other highlights, they will design an alternative blossoming gift for Valentine's Day in 2019 or will create plant arrangements about the guiding trend called "Urban Jungle". Moreover, they will design inventive arrangements for successful posts in the social media under the topic of "#flowerlovers: My Favourite Item for 2019".

The **Speakers' Corner** in the **IPM Discovery Centre** in Hall 8A will concentrate on things worth knowing about everything to do with the subject of the retail trade in the context of the green sector. In entertaining lectures every day, proven specialists and exhibitors will pass on how the visitors' own businesses can become even more successful and, above all, remain future-oriented. Young innovative



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companies will present their products on January 22. Belgian exhibitors will provide the main focal point on January 23. Attention will focus on the trend subject of fruit, vegetables and herbs on January 24 and 25, 2019. This segment of horticulture is pleased about growing demands. On the **Fruit, Vegetables and Herbs Days** which will be staged by Haymarket Media, the visitors will obtain answers about how the young, urban target group can be addressed successfully. The Speakers' Corner will also be the meeting place for half-hour trend tours with the Creative Director of the IPM Discovery Centre Romeo Sommers. In each case, they will start at 10.00 a.m. and 2.00 p.m.

Moreover, the Bloom's Special Show and the g&v Creative Centre in the Green City in Hall 1A will offer fresh floral ideas for the retail trade in floristry.

Horticultural Info Centre Congregates Green Trade Associations in One Place

The Horticultural Info Centre in Hall 1A will be a must for every gardener: The Central Horticultural Association (ZVG), the ideal sponsor of IPM ESSEN, as well as the co-organiser, the North Rhine-Westphalia State Horticultural Association, will present their extensive spectra of services. The range on offer will be completed by the Federal Association for Ornamental Plants (BVZ), the Federal Association of Retail Gardeners (BVE) as well as the Federation of German Cemetery Gardeners (BdF) which will provide information about production and service questions and will introduce new ranges of available services. In addition to the trade associations, institutions from the fields of advice, science, research, training and further education will introduce their newest findings. In this connection, the teaching show will be one point of attraction. Under the motto "Underground Good!", everything here will revolve around the optimisation of the root area.

