



Essen, January 21, 2019



Competitions and Presentation Ceremonies:

## The World's Best Show Their Ability at IPM ESSEN

### Innovation Showcase, Show Your Colours Award and Fair Cup

From January 22 to 25, 2019, the international horticultural industry will congregate at Messe Essen. Here, the trade public will experience not only numerous innovations and new products but also competitions in which the best of the best will gauge themselves against each other. Here, an overview of the most important competitions:

The **IPM Innovation Showcase** will choose the most promising new plants. This competition has a tradition at IPM ESSEN. For the twelfth time already, exhibitors will have their latest plant innovations assessed by the visitors to the fair and by an expert jury. It will be possible to see the submissions in Hall 1A - divided into the "Cut Flowers", "Green House Plants", "Flowering House Plants", "Woody Plants", "Spring-Flowering Bedding and Balcony Plants", "Summer-Flowering Bedding and Balcony Plants", "Shrubs" and "Tub Plants" categories. Thus, the visitors will be able to obtain information about innovative breeds throughout the period of the fair. 31 exhibitors have registered 58 plants in total. The expert jury will assess the innovations on the day before the fair. On January 22, the winners will be announced during the opening ceremony. The Public Prize will be handed over on Thursday.

The **AIPH International Grower of the Year (IGOTY) Awards** will distinguish pioneering concepts. With these awards, the International Association of Horticultural Producers (AIPH) will acknowledge exemplary procedures in horticultural production. The jury has already selected nine finalists. Within the framework of an evening event on January 22, the prizes will be conferred in the four categories: "Fully Grown Plants and Trees", "Young Plants", "Cut Flowers and Bulbs" as well as "Sustainability". The international jury includes experts from Great Britain, China, Germany, the USA, Brazil and the Netherlands.

The **Show Your Colours Awards IPM 2019** will concentrate on plants with value added, the communicative extra. This mark of distinction is a cooperation project between IPM ESSEN and BIZZ Communications. The storytelling behind the plant



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## INFORMATION



will be important here. All the exhibitors at the IPM ESSEN fair with woody growths and shrub growths were able to submit plants or planting concepts for this freestyle contest. Eleven plants / planting concepts were nominated from the entries. They differ from other products in (leaf) colour, shape, naming, fruit formation, drought and heat tolerance as well as durability. The Show Your Colours Award IPM 2019 will be presented on the BIZZ Holland booth in Hall 8 (Booth Number 8A40) at 3.00 p.m. on Thursday, January 24.



The **Flower Battles** will stand for fast-paced creative competitions for a young public. Within just a few minutes, the participants will, live before the eyes of the spectators, have to select their materials from a material pool and turn them into flowery arrangements. A genuine challenge which will be accompanied by loud clapping by the public and enthusiastic cheers. The concept will guarantee fun floristry, action and floral designs off the cuff. For the first time, the Trade Association of German Florists (FDF) and the Florismart online flower market will now present these thrilling competitions at IPM ESSEN too. At the beginning, twelve participants will go to the starting line in two rounds (in the FDF World at 3.00 p.m. on January 23). Four finalists will remain standing at the end of the first day. At 12.30 p.m. on the second day, they will compete against each other in two rounds. This will then be followed by the final. Who will secure the public's favour and be chosen as the victor?

As is tradition, the presentation ceremony for the **IPM Fair Cup** will once again take place in the FDF World at the end of IPM ESSEN. This year, the competition will bear the motto of "WILD THING - Natural, Original, Cheeky and Free". The task for the participants: The workpieces should be addressed to young and young-at-heart members of the public and show new effective presentations for flowers and plants. At 11.00 a.m. on Friday, January 25, 2019, the visitors will then learn not only who has won in the three subcompetitions ("Tub Planting", "Decorative Pot Plant" and "Bouquet") but also who will take the coveted IPM Fair Cup home with them. Furthermore, the best trainees in each subcompetition will receive a winner's trophy. It will be possible to view the gardening and floristry workpieces in Hall 1A throughout the period of the fair. The IPM Fair Cup is being jointly organised by the Trade Association of German Florists - North Rhine-Westphalia State Association (FDF NRW) and the Federal Association of Retail Gardeners (BVE) in the Central Horticultural Association (ZVG) and will be staged together with Messe Essen.