



Essen, 27 January, 2020

IPM ESSEN 2020 for garden center operators:

## Concepts for sales promotion and trends for the assortment

### IPM Discovery Center becomes a POS hotspot

Operators of garden centers will find plenty of inspiration at this year's IPM ESSEN: The world's leading fair for horticulture which will be held at Messe Essen from 28 to 31 January 2020 will present innovative and practical sales concepts and new ideas for the assortment. More than 1,500 exhibitors from around 50 nations will show their products and services. The IPM Discovery Center in Hall 7 will primarily focus on measures for increasing sales. Complete POS situations will be presented there and recommendations for action for successful sales will be discussed. Specialist lectures on future perspectives for garden centers, the floral retail trade and the system trade as well as the Fruit, Vegetable and Herb Days in the Speakers' Corner will round off the available range. A large selection of plants on the entire exhibition grounds - including numerous new breeds and innovations from all over the world - will offer traders far-reaching prospects for their own business.

The meeting place for decision-makers from procurement and purchasing will be the IPM Discovery Center in Hall 7 under the management of the Creative Director Romeo Sommers. POS concepts and concrete measures for customer acquisition and retention will be introduced there - a mixture of a showroom, a communication area, a think tank and, in line with the current central theme of the special show, a Hall of Fame. Participating exhibitors and products will be staged as "heroes". Superheroes can be used to tell exciting stories, even at the point of sale. The IPM Discovery Center will bring together numerous players along the value added chain, from the producer to the retailer. The concepts which will be vividly explained on guided tours will be based on social trends but will also take into account insights into purchasing behavior. The stand construction of the IPM Discovery Center will be strongly oriented towards the structure of a garden center and was taken over by the shop fitting professional Karel de Graaf, Nifem.

### Speakers' Corner

The IPM Discovery Center will focus on the marketing of green products and services. "We're talking about the future" will be the headline for the program in



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the connected Speakers' Corner on January 28 and 29. On Tuesday, the lectures will be aimed at small and medium-sized companies, for example from the floristic retail trade. On Wednesday, organizations and retail system structures will be addressed as target groups. Topics from market, consumer, trend and future research will be discussed. Frank Teuber will be the compere.

On Thursday and Friday, the Speakers' Corner will offer valuable knowledge about the sector-specific trade for fruit, vegetables and herbs. Speakers and talk show guests will report on how they present the product groups in a new or different way. The focus will be on edible plants, healthy nutrition, sustainability, regionality and traditional varieties - i.e. approaches which are particularly evident in the consumer behavior of young and urban customers. How great is the market significance of urban gardening? What sales concepts are available to serve the current trends? Is it worthwhile switching from ornamental plants to vegetables? How can the specialist gardening trade with old aficionado fruit varieties distinguish itself from the system trade? In their lectures, the speakers will target not only producers but also, above all, traders. Practical examples will explain pitfalls and prospects for success. The Fruit, Vegetable and Herb Days under the roof of the IPM Discovery Center are being organized by Haymarket Media. The series of lectures will be compered by Heike Hoppe, Haymarket Media.

## **Tomorrow's trends in the Innovation Showcase**

Numerous companies will present their innovations at the start of the IPM ESSEN fair. That is why the fair will be a real treasure trove for trend scouts. The Innovation Showcase organized by the Central Horticultural Association (ZVG) 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. The meeting place will be the Green City in Hall 1A. There, decision-makers from garden centers will find not only world innovations in plant breeding but also great marketing ideas for the retail trade and the trend hotspot of the Trade Association of German Florists (FDF), FDF World, where flowers of the season will be put in the spotlight. Here, visitors will be able to learn more about color trends, moods and floral design.

## **Successful storytelling: the Show Your Colors Award**

The nominations for the Show Your Colors Award will also be on show at IPM ESSEN. 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 awards ceremony will take place at 3 p.m. on Thursday.

## **Looking beyond the horizon: joint stands of the nations**

The joint stands at IPM ESSEN will show country-specific market developments. 20 nations will present their portfolios in a network and, in an efficient and compact way, provide information about country-specific products such as the pot cultivation of the Japanese bonsai or new fragrance variations of the English Rose. Furthermore, 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 Hall 5, the start-up scene will present itself on the stand of the young, innovative companies. As part of a network sponsored by the Ministry for Economic Affairs, firms will present creative and promising business ideas for the green sector.

## **Products for garden centers - plants and accessories**

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. Suppliers of cash register systems, displays and other shop supplies, as well as manufacturers of substrates and fertilizers, can be found in Halls 3 and 4. Tree nursery stock will be concentrated in one part of Hall 5 as well as in Halls 6, 7 and 8. The floristry exhibition in Hall 5 will offer the right equipment for designing individual flower and plant decorations. Here, numerous exhibitors will convince visitors with extraordinary accessories. The Association of German Garden Centers (VDG) will be located in the Galeria.

## **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.

## INFORMATION



### 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](http://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.