



Essen, 27 January, 2020

Horticulture and landscaping at IPM ESSEN 2020:

Large assortment of plants and tree nursery stock

Future Congress on Horticulture and Landscaping with renowned speakers

Plants, technology, equipment: From 28 to 31 January 2020, IPM ESSEN will show the entire spectrum of the green industry. With over 1,500 exhibitors from around 50 nations, the world fair will offer a large selection of plants and exciting forums especially for horticulture and landscaping. These will include the Future Congress on Horticulture and Landscaping and the specialist event called "Designing Sustainability in the Community - Reports from Open Space Planning" which is part of the EU campaign entitled "Green Cities for a Sustainable Europe".

Whether it is a matter of laying out private gardens or beautifying large parks, whether a city wants to renew a sports field or build a children's playground - the horticultor and landscaper provides, among other things, the appropriate green areas. IPM ESSEN will offer more than just inspiration for assignments like these: a large part of the exhibition area will be reserved for plants. In Halls 1 and 2, in a part of Hall 5, in Halls 6, 7 and 8 and in the Galeria, companies from all over the world will show their available ranges - from classic to extravagant, including bedding and balcony plants, trees, shrubs, hedges, perennials and grasses for lawns. Some of the new varieties will be presented in the Innovation Showcase in Hall 1A.

Exhibitors will show a wide range of products for the construction of outdoor facilities with green areas on roofs and facades as well as irrigation systems in Halls 3 and 4. IPM ESSEN will also offer the substrates, mulches, fertilizers and small tools required for planting work.

Horticultors and landscapers will find a wide range of products for their design work. In particular, climate-resistant and robust plants will play a major role at this year's IPM ESSEN. In Germany, summers which are far too dry and hot have shown that climate change is leading to ever more extreme weather conditions. This is also noticeable in the garden trends.



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Tree nursery products in climate change

Local authorities are increasingly looking for new concepts for urban green areas. Among other things, designers are focusing on drought-compatible planting. What answers do the tree nurseries provide? As part of the cross-border project entitled "Green Cities for a Sustainable Europe", the Federation of German Tree Nurseries will offer a seminar on "Designing Sustainability in the Community - Reports from Open Space Planning" on 29 January. The European Nurserystock Association (ENA) which traditionally meets up at the fair will talk about where the path for the community of states is heading, this time at 5.30 p.m. on 29 January. The "Green City" Foundation is also planning special information tours on climate trees.

Outlook for horticulture and landscaping

The companies react to changes, are flexible and bring innovations to the market. As a show stage, IPM ESSEN reflects the entrepreneurial success of the industry. The product or the service stands at the end. But behind every exhibitor, there is a company history which is rewritten when the management retires. Then, companies, including many small and medium-sized companies currently involved in horticulture and landscaping, are faced with the question: Who will take over the succession? A handover is a complex task which must be planned thoroughly. This is why the Association of Horticulture, Landscaping and Sports Field Construction in North Rhine-Westphalia will dedicate its Future Congress on Thursday to this very topic. The title will be: "Ways into the Future - Successfully Shaping Company Succession". The meeting point will be the South Congress Center. The speakers will include Univ. Prof. Dr. Heiko Kleve, sociologist and social pedagogue as well as consultant and coach for entrepreneurial families, Prof. Dr. Peter May, lawyer, honorary professor and management consultant, as well as Lencke Steiner, member of the FDP federal executive board and former jury member of the TV show called "Die Höhle der Löwen".

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 and landscaper. 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.

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.