



Essen, January 22, 2018

Lectures, Presentations and Accompanying Events

IPM ESSEN 2018 Lures Visitors with Attractive Supporting Programme

Future Congress on Horticulture and Landscaping Takes Place at Messe Essen for the Second Time

With its fully comprehensive range of products on offer along the entire value added chain in horticulture, IPM ESSEN will draw trade visitors from all continents into the Ruhr metropolis. Around 1,600 exhibitors will show their innovations. Moreover, the world's leading fair will score points with an attractive supporting programme. These will be the highlights:

On Tuesday, January 23, no fewer than two first-rate evening events will be on the agenda: The Central Horticultural Association (ZVG) will invite visitors to the **German Flowers Night**. Here, importers will encounter exporters in order to bring German horticultural products together with the European market. In the same evening, the International Association of Horticultural Producers (AIPH) will present the **International Grower of the Year Awards**. Ornamental plant breeders from throughout the world will compete against each other in the contest for the coveted golden rose.

Sporty: Future Congress Entitled Horticulture and Landscaping Outlooks

For the second time, Messe Essen will be the venue for the future congress entitled "Horticulture and Landscaping Outlooks". The North Rhine-Westphalia Association for Horticulture, Landscaping and Sports Field Construction will invite visitors to this event on January 24 under the title of "Health as a Success Factor". [Prof. Dr. Ingo Froböse](#), sports scientist and health expert, will be a top-class speaker. The television and star chef Björn Freitag will be a guest, too.

Information Event for Local Authorities

Under the title of "Biological Diversity in the Private and Public Green Areas of Local Authorities", IPM ESSEN 2018 will once more offer a first-rate information event for nursery gardeners, landscape gardeners and decision takers from local authorities in cooperation with the Federation of German Nurseries (BdB) and



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THE GREEN CITY foundation. The event with three short lectures and a discussion will take place in the Berlin Hall in the West Congress Centre from 10.30 a.m. to 12.00 noon on the Wednesday of the fair (January 24, 2018). Three speakers will look at the subject of the conference:

As an active beekeeper, **Friedrich-Wilhelm Brinkmann** has an intensive insight into the development in the last 30 years. He played a crucial role in the project called "More Blossoms in Versmold". How is it possible to establish more blossoms supplying nectar and pollen in urban spaces? In the Office for Urban Planning and Construction Administration of the City of Andernach, **Dr. Lutz Kosack** is responsible, amongst other tasks, for the project called "Edible City". He played a crucial role in helping to initiate the project and, in the last few years, has extended it into one of the largest and best-known "Urban Agriculture" projects. Fruit and vegetables in the middle of the city can be experienced at close quarters on the way to the office or the crèche every day. **Thomas Dietrich** is a trained forester and a landscape architect in the North Rhine-Westphalia Chamber of Architects (AKNW) and in the Federation of German Landscape Architects (BDLA). He has been a partner in Planergruppe Oberhausen since 2002 and has managed this as the Executive Partner since 2013. Planergruppe has been planning and building the Zollverein Park since 2006 and received the North Rhine-Westphalia Landscape Architecture Prize in 2014 for the Schalker Verein project.

"I LOVE GREEN - Training Day"

Together with Messe Essen, the "green associations" will continue their activities in the canvassing of young people for the occupations at IPM ESSEN in 2018, too. On Wednesday, January 24, "I LOVE GREEN - Training Day" will again be the motto in the South Congress Centre from 10.00 a.m. to 1.00 p.m. In the Germany Hall, pupils from Classes 8, 9 and 10 at mainstream schools will be provided with extensive information about the gardener and florist occupations.

Time for Networking: European Nursery Reception

The European Nurserystock Association (ENA) and the Federation of German Nurseries (BdB) will invite visitors to the European Nursery Reception on the BdB booth in Hall 11 at 5.30 p.m. on Wednesday, January 24. Nursery gardeners from all over the world will be given the possibilities of networking and exchanging ideas amongst colleagues in a relaxed atmosphere.



International Horticulture Forum with Denmark as the Partner Country

In 2018, the International Horticulture Forum will bear the title: "Germany & Denmark - Let's Go Green Together. Green Cities Improve the Quality of Life". A series of lectures with high-ranking speakers from Denmark will be offered in cooperation with the Representation of interests of the German horticulture industry (INDEGA) and the Ulmer Publishing House. It will all start in the Berlin Hall in the West Congress Centre at 2.00 p.m. on January 25. Eva Kähler-Theuerkauf, President of the North Rhine-Westphalia State Horticultural Association, and Peter Larsen-Ledet, Floradania Marketing, will greet the participants. The speakers will include Stig Aagaard, Senior Advisor for Climate, Energy and Environment, Danish Embassy in Berlin, on the subject of "Green Energy - How Does That Work in Denmark?"; Morten Leicht Jeppsen, landscape architect and horticulturalist, SLA, on the subject of "Urban Gardening - Possibilities of the Future"; Claus Jerram Christensen, Danish Christmas Tree Association, on the subject of "Danish Christmas Trees - Better for the World"; as well as Peter Larsen-Ledet, Floradania Marketing, on the subject of "Plants for People - Plants for a Better Life". The event will be compered by Harald Braungardt, Representation of interests of the German horticulture industry (INDEGA).

Green Careers Wall

At IPM ESSEN, anybody looking for a new job or new employees will be supported with the "Green Careers" job exchange. Visitors and exhibitors will be able to place job requests and offers on a wall in the foyer of the Grugahalle free of charge.

Perspectives for Young Managers

In the "Occupation + Future" forum, experts will introduce occupational fields and qualification possibilities in horticulture in short lectures. Furthermore, the forum will promote contacts between qualified jobseekers and companies. In particular, it will address graduates from green vocational colleges and universities as well as young qualified people from horticulture. The event will take place in Room A in the East Congress Centre from 10.30 a.m. to 12.00 noon on Thursday, January 25, 2018.

A Look at Topical Trend Subjects: Lectures in the Speakers' Corner

The Speakers' Corner organised by hortivation in Hall 13 will be the central information and communication platform in the middle of the happenings at the

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fair. Here, decision takers from the green retail trade will learn how topical trends can be used for promoting the sales of green products. Exhibiting companies and external experts will illustrate innovative sales concepts in keynote lectures, best-practice examples and workshops taking place several times every day. The Thursday of the fair (January 25) will be totally characterised by the subject of fruit and vegetables. Furthermore, Romeo Sommers, Creative Director of hortivation, will guide visitors through the hall and explain the displayed concepts.

Teaching Show Places Its Faith in the Future Subject of Digitalisation

On all the days of IPM ESSEN, the teaching show on the booth of the Horticultural Info Centre in Hall 1A will display innovative and pioneering developments for the advancing digitalisation of horticulture from the fields of monitoring, autonomous machine technology, training and business management. From the trainee to the operations manager, the various projects will invite everybody who would like to obtain information about the digital world of the modern gardener on an interactive playing field.

Live Floristry par excellence

In the FDF World in Hall 1A, the Trade Association of German Florists - Federal Association (FDF) will present varied live shows with floral designers from throughout the world every day. The highlights will include the World Cup Shows. Alex Choi from Korea, the reigning World Champion of Florists, and Stein Are Hansen from Norway, the World Champion of Florists in 2010, will appear together in a first-rate floristry show on the Wednesday and the Thursday.