



Essen, 27 January, 2020

IPM ESSEN 2020:

## Impulse generator and think tank for florists

Competitions, marketing concepts and new breeds

IPM ESSEN will be an important date for florists: The leading fair of the green industry with over 1,500 exhibitors from around 50 nations will be held at Messe Essen from 28 to 31 January. The who's who of the international floristry scene has already announced their presence: Top florists, influencers and young up-and-coming talents will meet up in Hall 1A, the Green City. Stage shows and competitions will ensure a varied live program. Professionals will introduce various marketing concepts via target group acquisition to the point of sale. In addition, exhibitors will present a wide range of equipment - including the latest products for the flower business.

Greeting cards, sustainable packaging, pots and decorative ribbons: florists design little works of art in everyday life. In this context, the equipment plays a decisive role. Hall 5 will have the right equipment to create individual floral and plant decorations. Here, numerous exhibitors will convince visitors with extraordinary accessories.

In addition, IPM ESSEN will show a wide range of ornamental plants for rooms, beds and balconies. Cut flowers from all over the world will be in bloom, too: roses from Kenya, orchids from Taiwan, tulips from the Netherlands - there will be hardly any limits on origin, shape and color.

Many companies will present their innovations at the start of the fair. 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, florists will find not only world innovations in plant breeding but also sales-promoting marketing ideas for the retail trade and the trend hotspot of the Trade Association of German Florists (FDF), FDF World.



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## **Creative competitions and impromptu floristry**

FDf World will provide ideas for the right customer approach and exciting performances. This is where top florists will meet up and create their workpieces on stage in breathtaking shows. For the international floristry show with artists from the Floral Fundamentals Family, Laura Leong from Great Britain, Dominique Herold from Germany, Hans Zijlstra from the Netherlands, Timo Bolte from Austria and Stefan van Berlo from Belgium will take the podium. In the show entitled "Passion for Flowers", another team from Floral Fundamentals will create artistic workpieces on stage. The times and dates will be from 2 p.m. on Tuesday and Thursday and from 1 p.m. on Wednesday.

The performers on the floristry teaching platform called FLOOS will show how floral trends are reflected in genuine craftsmanship. International stars such as Alex Segura (Spain), Johan Obendrauf (Austria), Nicu Bocancea (Romania), Britta Ohlogge (Germany), Jürgen Herold (Germany), Max Hurtaud (France), Roman Steinhauer (Russia), Pirjo Koppi (Finland), Brigitte Heinrichs (Germany) and Carles Jubany Fontanillas (Spain) will be expected in Essen. Performances will begin at 11 a.m. on Wednesday and Thursday.

This year, the Flower Battles will go into the third round and will have the motto "Flowers, Fun & Action". In the young clashes, the competitors will spontaneously choose their materials from a provided assortment in order to make creative arrangements from them - i.e. live in front of an audience. That will then also decide who gets ahead and faces each other in the final. The Flower Battles will take place from 3 p.m. on Wednesday and from 12.30 p.m. on Friday.

## **Trends at a glance: from calm, light and bright to gaudy, cheerful and cheeky**

The Flower Council of Holland has again identified three consumer trends for 2020: "Inner Retreat", "Blended Cultures" and "Street Savage" are the names of the new directions for trend-oriented presentations. They range from calm, light and bright to gaudy, cheerful and cheeky. For the FDF Flower Style Trends 2020 which will be exhibited at IPM ESSEN, the FDF Creative Director Manfred Hoffmann has developed the new line together with the floral designer Oliver Ferchland - for the first time, in cooperation with a painting model: The Instagram star silver.fox.x will expressively stage the flower arrangements in different atmospheres in a visually stunning photo series.



## Showroom and ideas workshop

FDF World will provide the floral retail trade with further ideas. These will include the staging of contemporary flower designs in the exhibition called "Flowers & Trends 2020". Everything in the "just chrys 2020" showroom will revolve around a real sales hit. For each month of 2020, the FDF creative team has created a floral motif with chrysanthemums. The campaign has the motto "Blockbuster 2020". The floral bestsellers in the new Decorum line will be effectively presented in the "feel the quality" exhibition area.

FDF will provide information about its spectrum of services at IPM ESSEN. Whether advice on membership or information on further training courses - the FDF state associations and also the Gelsenkirchen Master Florists School will be on site. In addition, there will be a large area which will serve as a think tank for the young generation. Under the #floralproject 3.0 initiative, floristic work will be performed and ideas exchanged. Among others, the platform will be looked after by winners of the German National Championships and participants in the German Championships of Florists.

## Best workpiece wins the IPM Fair Cup 2020

For florists, the IPM Fair Cup 2020 under the motto "This is how I live - it won't get any greener" will be an opportunity to present workpieces in the following categories: "Bouquet", "Green Hero in the Pot" and "Tub Planting". The competition will focus on the range of floristic and horticultural services - coupled with a large portion of creativity. In each category, prizes will be awarded to the objects which implement the theme best with free design. The effort will be particularly worthwhile for the young generation: the jury will also distinguish the best trainees in each category. The awards ceremony will take place on the last day of the fair, 31 January.

## BLOOM'S World

Also in Hall 1A, BLOOM's World 2020 will focus on product presentations which can be optimally implemented for the specialist trade. Assortments for event and store presentation will be on display. A learning workshop will provide fresh impulses. The team around the trend scout Marion Bauer will give the core of their message the "Just Simple" title. Trade visitors will experience vividly and live how not only the trend colors of the coming season, the corresponding tubs and matching accessories but also, above all, environmentally friendly materials and, of



course, flowers and plants are processed true to the motto in harmony with nature, ecology and sustainability.

## **Speakers' Corner: looking to the future**

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 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.

## **The green career begins at IPM ESSEN**

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 florist. 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 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.