



Essen, 27 January, 2020

"Quality & Innovation. The French Touch!"

## France is the partner country of IPM ESSEN 2020

### French horticulture shows its multifaceted product range

IPM ESSEN will take place at Messe Essen from 28 to 31 January 2020. A partner country traditionally accompanies the world's leading horticultural trade fair. The happenings at the 2020 edition of the trade fair will focus on France. Under the motto "Quality & Innovation. The French Touch!", the trade visitors will be offered the opportunity to discover innovative new products from top breeders and producers from all over France. A wide range of products cultivated in the most varied climatic conditions in France will be presented. The European country looks back on a long heritage of horticulture and breeding knowledge. IPM ESSEN 2020 will therefore be the ideal forum for demonstrating this performance level, sharing it with others and exchanging ideas about it. The trade visitors can expect a trade fair program in blue, white and red colors.

"France and the French horticultural industry are delighted and honored to present themselves as partners of IPM ESSEN 2020," says Mikael Mercier, Chairman of VAL'HOR, the French trade organization for the entire national ornamental plant industry. "While IPM ESSEN has undoubtedly developed into the world's largest platform for ornamental plants, trade and product innovations, it has also become the most important platform for French plant exporters. For more than 30 years, leading French breeders and producers have been exhibitors at IPM ESSEN which makes their international reputations flourish and prosper."

The CEO of Messe Essen, Oliver P. Kuhrt, is also delighted with the partnership: "France has been one of the most important exhibiting nations for decades and is a popular horticultural country internationally. We are delighted to be able to give the French exhibitors an exclusive platform with IPM ESSEN 2020 and our trade fair visitors real added value."



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## **Locations of the French exhibitors at IPM 2020**

The French flower and plant breeders will move from the Galeria into the new Hall 6. As usual, the French nurseries will be placed in Hall 7. Many other French plant exporters, substrate suppliers and plant pot manufacturers will also be participants.

## **Opening ceremony with French flair and International Horticulture Forum**

The official opening ceremony of IPM ESSEN taking place on the Tuesday will be an ideal opportunity to celebrate and experience the French way of life. On the Thursday, the International Horticulture Forum will deal with the question of how research, cooperation and public green spaces can advance innovation and quality in the horticultural sector and highlight the significance of plants for improving health and quality of life.

## **France stresses the power of plants at IPM ESSEN 2020**

French horticulture blooms on a unique diversity of climate zones, soils, landscapes and cultural traditions. Besides the wine, cheese, gastronomy and tourism industries, the French horticultural sector also benefits from this exceptional diversity. Rooted both on a long tradition of breeding, selection and cultivation and on these strong identities of the French regions, the French horticultural sector can provide a wide range of high-quality plants. Some of the best-known and most distinctive plant specialties which the country produces are roses, fruit trees, rhododendrons, camellias, hydrangeas, cyclamens, chrysanthemums, Peruvian lilies and dahlias.

Living green has a high value in France. Both the big cities and the small towns are masters at embellishing the cityscape with plants and flowers. They not only promote and develop tourism and the economy but also increase the well-being of the inhabitants. The close cooperation between decision-makers, buyers and the horticultural sector has proven to be a convincing win-win approach in this important sector.

The more society deals with climate change, the more aware it becomes of the significance of trees and plants in the big cities all over the world. Cities such as Paris, Lyon, Nantes and Nice are excellent examples of the newly introduced "green advocates" who, today more than ever, are standing up for green spaces, investing in these and thus making their cities more attractive to citizens, investors and visitors.



## French horticulture in figures

The horticultural industry in France:

- Production: 3,600 companies, 19,000 jobs, Euro 1,600 million turnover
- Retail and wholesale trade: 19,000 companies, 58,000 jobs, Euro 7,000 million turnover
- Landscaping: 30,000 companies, 91,000 jobs, Euro 5,300 million turnover

Ornamental plant production in France in detail:

- 3,600 producers  
16,150 ha production area
- Euro 1,600 million turnover
- 1,600 ha production area under glass and plastic film
- 2,000ha production area in containers  
19,000 jobs in production
- Production in France: 12 % of total European production (Germany: 12 %, Netherlands: 32 %)

## About VAL'HOR

VAL'HOR is a unique umbrella trade organisation, working for the entire ornamental horticultural industry: producers, garden centers, florists, landscape contractors and landscape architects. They have joined forces to support, advance and promote 50,000 companies, all working together for a better, greener life.

Further information at: [www.ipm-essen.de](http://www.ipm-essen.de) and [www.valhor.fr](http://www.valhor.fr)

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