



Essen, November 21, 2018

World's Leading Fair for Horticulture:

## **IPM ESSEN 2019 Becomes the Most Important Meeting Place of the International Green Sector from January 22 to 25**

### **Belgium Presents Itself as the Partner Country**

From January 22 to 25, 2019, around 1,600 exhibitors from 50 countries and experts from all over the world will make IPM ESSEN the number-one information and ordering platform in the green sector. The range on offer will be comprehensive and unique: The numerous innovations and solutions of the exhibitors will address the entire green value added chain. From producing horticulture via garden centre operators, horticulturalists and landscapers right up to florists - for all of them, a visit to Messe Essen will offer valuable suggestions, new products and a lot of things worth knowing for their business.

In 2019, the exhibitors will be provided with a particularly high-quality environment for their presentations. Because IPM ESSEN will take place on Messe Essen's modernised site which will set new standards at the end of the last construction phase in 2019. Spacious, single-storey halls and a lot of daylight are already offering perfect conditions now. During IPM ESSEN 2019, a new hall numbering system will therefore be applicable for the first time. Companies for everything to do with plants will be exhibitors in Halls 1, 1A, 2, 4, 6, 7, 8, 8A and 8B, in the foyer of the Grugahalle as well as in the Galeria. Visitors will find technology not only in Halls 3 and 4 but also in the Galeria. In Fair Hall 5, companies from floristry will present themselves in a concentrated form in one place. As accustomed, garden features and accessories will be accommodated in all the halls in a thematically appropriate way.

### **Belgium is the Partner Country of IPM ESSEN 2019**

A companion over many years will be the partner country of IPM ESSEN in 2019. This honourable role will be bestowed on Belgium. Since the very start, exhibitors from IPM ESSEN's neighbouring country have supported the world's leading fair in the green sector. Already on the occasion of the premiere in 1982, Belgian companies presented their products at Messe Essen. After all, the country is leading



MESSE ESSEN GmbH

Messeplatz 1  
45131 Essen | Germany

Presse-Kontakt | Press Contact  
Luise Halfmann  
Fon + 49.(0)201.72 44-898  
luise.halfmann@messe-essen.de

Presse-Assistenz | Press Assistance  
Claudia Brügger  
Fon + 49.(0)201.72 44-244  
Fax + 49.(0)201.72 44-249  
presse@messe-essen.de

Presse-Fotoservice |  
Press Photo Service  
Rainer Schimm  
Fon + 49.(0)201.72 44-247  
rainer.schimm@messe-essen.de

www.messe-essen.de  
www.ipm-essen.de

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in horticulture with around 80 percent of the European azalea production. In 2019, the Belgians will have a particularly grand appearance at the fair: The Belgian ornamental plant exhibitors will show their plants on the joint booth in Hall 2. The tree nurseries will be represented in the new Halls 6 and 8. On all the days of the fair, there will be an informative programme on the joint booth in Hall 2. Moreover, Belgium will be the focus of attention at the International Horticulture Forum with the subject of sustainable horticulture.

## **"Explore Your Industry!"**

The IPM Discovery Centre in Hall 8A will concentrate on sales concepts for garden centres. Under the creative direction of the green stylist Romeo Sommers, the products of the exhibitors at IPM will be combined in a skilful way and incorporated into appealing sales concepts. No matter whether in the lectures in the Speakers' Corner, during guided tours or off their own bat - in the IPM Discovery Centre, visitors will explore, experience and learn how they can reach their customers of tomorrow and arouse their enthusiasm time and time again.

## **Excellent Supporting Programme Flanks the World's Leading Fair for Horticulture**

The Green City in Hall 1A is traditionally the meeting place of the green sector. Here, numerous associations such as the Central Horticultural Association and the North Rhine-Westphalia State Horticultural Association will introduce their available ranges in the Horticultural Info Centre. Professionals in the sector will offer valuable suggestions for your own business in demonstrations, workshops and special shows.

In the Teaching Show, everything will revolve around the root and its surroundings in 2019. Aspects relating to the optimisation of the root area will be examined under the motto of "Underground Good!" Testing, research and advice facilities will provide information about the diverse aspects of the often invisible but decisive part of plant production.

IPM ESSEN will be the international platform on which the best will gauge themselves against the best. The popular Innovation Showcase will go into the twelfth round and will choose the most beautiful plant novelties from the exhibitors at IPM. The new edition of the Show Your Colours Award will look for the best marketing story about shrubs and woody plants. And during the IPM Fair Cup, young novice florists will show what creativity is hidden in them when they



present their workpieces on the subject of "Wild Thing - Natural, Original, Cheeky and Free".

International stars in floristry will have a rendezvous on the show stage of the Trade Association of German Florists (FDF). Amongst others, Frédéric Dupré from France, Sara-Lisa Ludvigsson from Sweden as well as the two Dutch floral designers Hanneke Frankema and Hans Zijlstra will show first-rate floristry on the highest level. Germany's best florists will offer a young, dynamic show. Amongst other highlights, they will design an alternative blossoming gift for Valentine's Day under the motto of "No Classic". There will be fast-paced action during the Flower Battles. In this creative competition, the professionals will design a flowery arrangement within minutes.

The central constituent of Hall 1A will be the Bloom's special show. Green products and nature will play essential roles in the case of the Bloom's Trends 2019. The visitors will find inspiring floristry on four trend subjects. Theme houses in different styles will show trend-oriented goods presentations, consumer-relevant and up-to-date products, plant innovations as well as feasible floral ideas. Additional POS concepts will be shown in the g&v Creative Centre.

IPM ESSEN will be the platform in order to make the young generation enthusiastic about the green sector. On Wednesday, January 23, pupils from Classes 8 to 10 will be invited to obtain information about the gardener and florist occupations. Several professional associations are organising this Training Day together with Messe Essen.

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