

10.04.2025

Hortifloorexpo IPM Shanghai 2025: China's leading horticultural trade fair opens today

700 exhibitors from around the world showcase their products and innovations

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From 10 to 12 April 2025, the Shanghai New International Expo Centre will become the meeting point for the green sector in Asia and beyond. Hortifloorexpo IPM Shanghai, China's leading horticultural trade fair, is taking place now in its 27th edition. As an international partner, Messe Essen is supporting the organiser, the China Flower Association, alongside Shanghai Intex to bring this key industry event to life. The international offshoot of IPM ESSEN is accompanied by a high-profile supporting programme addressing current trends and sharing expert knowledge.

Covering an exhibition area of 50,000 square metres across Halls E1 to E4, Hortifloorexpo IPM Shanghai brings together around 700 exhibitors from all over the world. A particular focus is placed on dedicated country pavilions from Germany, the Netherlands and Japan, as well as several regional pavilions from Chinese provinces.

"China is one of the most important markets for the global green industry. Hortifloorexpo IPM Shanghai offers companies a first-class platform to present their innovations to an international audience and to establish meaningful business contacts throughout Asia," emphasises Oliver P. Kuhrt, CEO of Messe Essen.

Expert forums and industry exchange: Shaping the future of horticulture

Hortifloorexpo IPM Shanghai is not just a product showcase, but also a platform for knowledge and innovation. Top-level forums and specialist conferences provide insights into current industry trends and challenges. This year's Horticulture Forum will address innovative solutions for a sustainable future.

The Greenhouse Forum will explore the latest developments in smart agriculture, while the Flower Shop Forum will focus on forward-looking marketing strategies for florists. The programme is further enriched by additional conferences such as the Landscape Forum and the Flower Border Forum, which highlight the latest trends in landscape design and floral art.

An immersive floral experience

Alongside the expert forums, visitors can look forward to a true visual treat: the floral show under the theme "Future Flower World". Top florists from both China and abroad will create a unique floral experience through a variety of design concepts – ranging from traditional Chinese floral art and the German natural style to modern installations. Renowned floral designers will also offer exclusive insights into their craft, demonstrating how cultural traditions can be fused with contemporary trends. Once again, Hortifloorexpo IPM Shanghai 2025

serves as a key meeting point for all players in the horticultural industry.

01.04.2025

Rebooking for IPM ESSEN 2026 exceeds 60 Percent

Event analysis 2025 now online

IPM ESSEN 2025 was a great success, as confirmed by the recently published event analysis. The report provides insights into detailed survey results and key trade fair trends. It highlights not only the high satisfaction of exhibitors and visitors but also the impressive international presence and the growing interest in sustainable solutions for horticulture. Even during the last trade fair, more than 60 percent of exhibitors secured their booth for the upcoming year. All signs for the next leading world trade fair are pointing to green.

“The analysis of the past IPM ESSEN confirms that the event is perfectly tailored to the needs of the industry, both in terms of content and organization. This underlines IPM ESSEN’s global significance and has provided new impulses for the international horticultural industry. We are delighted with the high level of exhibitor re-participation,” says Oliver P. Kuhrt, CEO of Messe Essen.

Top marks for the world’s leading trade fair for horticulture

With 1,434 exhibitors from 45 countries and an international exhibitor share of 69 percent, the trade fair reaffirmed its global appeal. A remarkable 96 percent of exhibitors stated that they had reached their target audience at IPM ESSEN 2025, and 81 percent were satisfied with their business success. Additionally, 95 percent of exhibitors established valuable international contacts.

A total of 41,251 trade visitors from 110 countries – 42 percent from abroad – gathered information on the latest industry developments and products. The long list of visitor nations included Poland, Italy, the USA, Brazil, China, India, South Africa, and Australia. Particularly popular were the thematic tours, which offered targeted insights into various specialist areas, as well as sustainable plant concepts that reflect the increasing demand for climate-resilient solutions. 85 percent of national and international guests were satisfied with the range of innovations on display. Furthermore, 94 percent of trade fair visitors would recommend attending IPM ESSEN.

Event analysis and further information

The full event analysis of IPM ESSEN 2025 is now available on the Messe Essen website at www.ipm-essen.de. Interested parties can find comprehensive information on visitor and exhibitor figures, key industry trends, and participant feedback. Those looking to benefit from the international reach of IPM ESSEN 2026 can also find all details regarding booth booking and participation online. Additionally, the e-book provides impressions of IPM ESSEN 2025 in words, images, and videos, offering a first glimpse of what to expect in 2026. The next IPM ESSEN will take place at Messe Essen from January 27 to 30, 2026.

Outlook for IPM ESSEN 2026

The positive response to the newly designed 2025 supporting program underscores the industry's strong demand for information—especially regarding increasing digitalization, resource-efficient practices, and the shortage of skilled professionals. IPM ESSEN 2026 will once again feature the Gardeners' Forum in Hall 2 and the Innovation Center for Horticultural Technology in Hall 4—two central hubs for knowledge exchange and showcasing the latest market developments. The Landgard Order Days | Spring Edition will also take place for the second consecutive time in Hall 1A. Additionally, some of the national pavilions have already announced plans to expand their joint exhibition spaces.

For those who want to stay engaged with relevant industry topics beyond the trade fair, the IPM podcast "FROM THE GREENHOUSE" offers valuable insights. New episodes were recorded during IPM ESSEN 2025, with each approximately 30-minute episode being released monthly on the last Friday via all major podcast platforms until the next IPM ESSEN.

31.01.2025

IPM ESSEN 2025 records significant increase in visitors

Strong growth in international trade fair participants

This year, IPM ESSEN confirmed its role as the world's leading innovation platform and powerful industry driver. From January 28 to 31, 2025, the global horticultural industry gathered at the Messe Essen exhibition grounds. "The spirit of optimism in the green sector is palpable," says Oliver P. Kuhrt, CEO of Messe Essen. "We have seen a significant increase in the number of participants. This is an extremely positive signal and confirmation that our line-up was consistently convincing." In total, the world's leading trade fair for horticulture attracted well over 40,000 trade fair guests.

1,434 exhibitors from 45 countries used IPM ESSEN as an international presentation platform and showcased innovative approaches and creative concepts for the future of horticulture. From efficient cultivation methods and digital technologies to sustainable plant concepts, the trade fair offered answers to urgent questions in the context of climate change, resource scarcity and environmentally friendly production. The great response from trade visitors and exhibitors made it clear: despite global challenges, the industry is optimistic about the future and is focusing on innovation.

"IPM ESSEN 2025 has impressively demonstrated that horticulture is actively shaping the future," summarizes Eva Kähler-Theuerkauf, President of the Central Horticultural Association and the North Rhine-Westphalia State Horticultural Association as well as Chair of the IPM Advisory Board. "This is where trends are born and solutions become tangible. We are starting the horticultural year with a strong tailwind."

High level of internationality and decision-making competence

The quality of the trade visitors speaks for itself: IPM ESSEN recorded a significant increase in the procurement and purchasing expertise of visitors. Around a quarter placed orders directly at the trade fair. Two thirds of visitors intend to place orders as a result of their visit to the fair. Kevin Menting, Marketing Communications Lead Europe at Syngenta: 'IPM ESSEN is a very important trade fair right at the beginning of the year to meet our customers and start the upcoming horticultural season together with them. We also took part in the new Gardeners' Forum to shed more light on the topic of plant protection. Overall, we are very satisfied.'

In addition to gardeners and florists, the international visitors also included buyers from leading garden center and DIY store chains, as well as food retailers. 44 percent of the trade visitors came from abroad - an increase of five percentage points compared to the previous year. This also included delegations from Turkey, Japan and Australia, for example, who came to find out about new products and place orders. Visitors rated the IPM ESSEN range with top marks.

Innovative supporting program: knowledge, trends and inspiration up close

IPM ESSEN 2025 impressed visitors with a revised supporting program that combined knowledge transfer,

innovation and networking to create added value. For example, the new Gardeners' Forum in Hall 2 offered visitors practical presentations, an exchange of experiences and information. In Hall 4, the Horticultural Technology Innovation Center showed what the future of horticulture looks like - from gate reduction and automation to vertical planting systems. The cultivation of medicinal cannabis was also a topic.

There was excitement at the IPM Novelty Showcase when the best plant innovations were chosen. Prizes were awarded to a primrose with a flamenco look and an innovative new rose variety that has a particularly large number of flowers on one stem. Exhibitor Diderk Heinje won several prizes: In the woody plants category, the company won with the Asian flowering dogwood "Cornus kousa Flower Tower" and, together with the company Kordes Jungpflanzen, received the jury's special prize for the hibiscus stem "Hibiscus syriacus Flower Tower Ruby". Heinje also caused a sensation at the Show Your Colors Award: the popular trophy for the best storytelling went to the ground cover hydrangea "Breaking Ground".

FDF World in Hall 5 impressed the public with floristry in perfection. National and international master florists presented breathtaking floral art, trends and inspiration. The participants in the IPM trade fair cup demonstrated their creativity in bouquets, pot and container planting. Trainee Yeo Jin Choi from Düsseldorf emerged as the winner of the combination competition and was able to hold the coveted trophy in her hands at the end.

Right next door, Creative Director Romeo Sommers presented the latest sustainable sales concepts for green products at the IPM Discovery Center. During his trend tours, he gave trade visitors first-hand tips for their business. The tours with industry influencer Michael Perry were also very popular. As Mr. Plant Geek, he guided participants to his personal trade fair highlights.

Sustainability played a central role in the supporting program of IPM ESSEN 2025: the Green Cities Europe Award presented prizes for outstanding greening projects, while experts discussed solutions for climate-resistant woody plants at the BdB seminar. The GaLaBau Association's Future Congress focused on the circular economy as a model for a green future.

For the first time, tree nurseries from North Rhine-Westphalia presented themselves on a joint stand. Christoph Dirksen, Chairman of the North Rhine-Westphalia Nurserymen's Association: "The exhibitors arrived without any specific expectations and were pleasantly surprised by the strong response from the trade visitors. Next year, we are planning to further expand the presence of NRW nurseries under a joint umbrella."

There was no shortage of young talent either: the "Career + Future Forum", the Green Career Wall, the "We love GREEN" careers information event organized by the green associations and the new Speed Learning Tour provided young talents with exciting insights into the green sector.

Next date

The next world's leading trade fair for horticulture will take place at Messe Essen from January 27 to 30, 2026. 86 per cent of exhibitors have already decided to participate in the upcoming IPM ESSEN. 93 per cent of visitors are planning to visit the trade fair again.

Further information at www.ipm-essen.de

The figures communicated are based on an extrapolation from the last day of the trade fair and are provisional.

28.01.2025

IPM ESSEN 2025 ceremoniously opened

Plant innovations showcased on the big stage

The 41st International Plant Fair (IPM) officially opened today and welcomes trade visitors from all over the world to Messe Essen. Until Friday, more than 1,400 exhibitors from around 50 countries will be showcasing their products from the fields of plants, technology, floristry and garden features. Numerous representatives from business, associations and politics took part in the opening ceremony. The Minister-President of the State of North Rhine-Westphalia, Hendrik Wüst, gave a video message. Speakers at the event included Eva Kähler-Theuerkauf, President of the Central Horticultural Association (ZVG), and Silke Gorißen, Minister for Agriculture and Consumer Protection of the State of North Rhine-Westphalia. In addition, innovative plant varieties were in the spotlight on the opening stage at the 'IPM Novelty Showcase' competition. A total of eight prizes were awarded – including a special prize.

Eva Kähler-Theuerkauf, President of the Central Horticultural Association (ZVG) and the NRW State Horticultural Association, emphasised the importance of the world's leading horticultural trade fair in her speech. The trade show would once again demonstrate the achievements of the green sector. At the same time, she appealed to politicians to optimise the framework conditions: "Horticulture is facing up to climate change and the associated challenges. Now is the time for horticulture to receive the political support it needs."

Minister Gorißen assured: "North Rhine-Westphalia is Germany's number one horticultural state, both in terms of plant production and the wide range of high-quality horticultural services on offer. Here in NRW, the industry also comes together at the most important international horticultural trade fair to present new innovations and to network. We are proud of our strong, vibrant and innovative horticultural industry. The sector will continue to need good framework conditions and planning security in the future. As Minister of Agriculture, I will continue to stand up for our businesses, for example when it comes to reducing bureaucracy. We need more practicable and practical solutions, which is why I hope that the new federal government will show greater commitment to horticultural businesses."

These are the IPM novelties 2025

The 'IPM Novelty Showcase' competition initiated by the ZVG once again proved that the green sector is innovative and powerful with a lively participation: 33 exhibitors from eleven countries submitted a total of 55 plant innovations in the run-up to the trade fair. One of the highlights of the opening was therefore the ceremonial announcement of this year's winners. A total of seven new varieties were honoured in different categories and one additional plant was awarded a special prize by the jury. The certificates were presented by Andreas Kröger, ZVG Vice President (Hamburg) and the German Flower Fairy 2024/25, Anne-Marie Bals.

In the 'Spring Flowering Plants category, the expert committee chose *Primula acaulis* Flamenco Mix F1 from Rudy Raes Bloemzaden n.v. in Belgium. This flamenco dancer has uniquely fringed flowers and pays homage to Spanish tradition. For the jury, the ruffled flowers, which are unique to F1 hybrids, were the deciding factor for the award. This is completely new for generatively propagated primroses and offers a cultivation advantage for growers.

In the 'Bedding and Balcony Plants' category, Sundaville® Blue from Suntory Flowers Europe in the Netherlands was honoured as the 'IPM Novelty 2025'. The attractive growth with less vigorous tendrils makes this Sundaville so special. The extraordinary colour of the flowers varies from pink to shades of blue-violet. It flowers throughout the summer and also likes a spot in full sun.

In the 'Flowering Indoor Pot Plants' category, Cyclamen persicum 'Illusia' from Schoneveld breeding in the Netherlands was awarded the title 'IPM Novelty 2025'. The new flower shape means it is not immediately recognisable as a typical cyclamen. In full bloom, it resembles a corolla with countless buds underneath. It is best suited for autumn cultivation. The consumer can enjoy an excellent shelf life of up to four weeks without the flowers ageing.

In the 'Tree Nursery Products' category, the jury chose Cornus kousa Flower Tower from Diderk Heinje Pflanzenhandels GmbH & Co. KG from Germany. The particularly slender shape can be a highlight for small gardens in urban areas and thus expands the range of the attractive Cornus kousa for another important use. The abundant flowering and exciting autumn colours complete the picture.

Asplenium antiquum 'Yuaspgio' Gioia from Vitro Plus B.V. in the Netherlands was honoured in the 'Foliage Indoor Pot Plants' category. This fern expands the extensive range of green houseplants with unique, serrated leaves and a stunning, fresh green colour that brightens up any interior. An excellent new trend fern and a variation on the existing bird's nest ferns.

Musa sikkimensis Ever Red from Hoogeveen Plants BV from the Netherlands won in the 'Container Plants' category. The special leaf pattern with green and chestnut-red leaves and the compact growth impressed the jury. As is usual for bananas, this Musa also loves warm temperatures and is therefore an attractive addition to the European plant range in times of climate change. It immediately adds a tropical touch to any space.

In the 'Cut Flowers' category, Rosa Hybrid Under the Stars™ Rosa Loves Me® from the Danish company Roses Forever ApS was recognised as a speciality. With five to seven flowers on just one stem, rose lovers immediately have a whole bouquet in their hands. They also have a very long shelf life to the delight of all decoration fans. The vivid yellow colour is unique and has an interesting green shimmer.

The Hibiscus syriacus Flower Tower Ruby from the companies Kordes Jungpflanzen Handels GmbH and Heinje was honoured with a special prize from the jury this year. The narrow columnar form is new for hibiscus and is therefore very suitable for small gardens, but also for balconies or terraces - it can also be planted as a hedge. It branches out well and delights bees and butterflies with its long flowering period from the end of July to the beginning of October.

All 55 plants that took part in the IPM Novelty Showcase will be on display in Hall 4 in the ZVG Horticulture Info Centre. Visitors will be able to discover the latest innovations and trends in the plant market and take part in the visitor survey throughout the event. The public prize will be awarded on the penultimate day of the fair, 30 January 2025.

27.01.2025

Facts, figures and data: IPM ESSEN 2025

For trade visitors only

App available in the App Store and on Google Play

Exhibitors 1.434 exhibitors from 46 countries

Space Around 100,000 square metres in ten halls including Galeria and Hall 1A

Sponsor Central Horticultural Association of Germany (ZVG) in co-operation with Messe Essen GmbH, the Horticultural Association of North Rhein Westphalia and the Federal Association of German Florists (FDF)

Duration 23 January to 26 January 2024

MEDIA CENTER www.messe-essen-mediacyter.de

Opening hours Tuesday to Thursday: 9 am to 6 pm Friday: 9 am to 5 pm

Parking P2, P5, P9: 16 Euro each P10: 10 Euro (Wednesday + Thursday)

Social Media facebook.com/messe.essen

instagram.com/ipmessen

youtube.com/user/MesseEssen

[linkedin.com/showcase/ipm-essen](https://www.linkedin.com/showcase/ipm-essen)

#ipmessen #wirsindipmessen #weareipmessen

Exhibition Areas Plants: Bonsai, Bulbs, Bushes and shrubs, Christmas trees, Cut flowers, Flowering pot plants, Green plants, Hydroponics, Nursery plants, Palm trees, Sales promotion products, Seeds, Vegetables, Young plants

Technology: Cooling, Commercial vehicles and trailers, Earths, peats and substrates, Fruit and vegetable production technology, Gardening and landscaping technology, Greenhouse construction, Heating systems, Irrigation and drainage systems, Machinery and equipment, Measuring and regulation equipment, Nursery technology, Plant protection, Pots, Sales promotion products, Transportation and lifting equipment

Floristry: Arts and crafts, Candles, Congratulation and condolence cards, Decorations, Dried flowers/silk flowers, Florists' requisites, Garden gourmet, Grave decoration, Hand-made pottery, Plant pots of glass, ceramics, porcelain, plastics and enamel, Sales promotion products, Stamping machinery, Wickerwork

Garden features: Aviaries and nesting facilities, Flower tubs, Garden equipment, Garden decorations, Garden sculptures, Horticultural equipment, Living accessories, Outdoor plant pots, Sales promotion products, Services, Shop construction and shop fittings, Software + IT consultancy, Vertical gardens, Wind mobiles

Tickets Day ticket: 48 Euro, online: 29 Euro

Two-day-ticket: 70 Euro, online: 45 Euro

Season Ticket: 98 Euro, online: 72 Euro

Student ticket: 24 Euro, online 14 Euro

Online-advance booking: www.ipm-essen.de

Organiser Messe Essen GmbH

Website www.ipm-essen.de

27.01.2025

“Endless Green Variety” at IPM ESSEN 2025

Over 1,400 exhibitors from 50 countries will make Messe Essen bloom

From January 28 to 31, 2025, Messe Essen will once again become the hub of international horticulture. Under the motto “Endless Green Variety”, IPM ESSEN presents the entire value chain of the industry for the 41st time. More than 1,400 exhibitors from around 50 countries will showcase their latest products, services and innovations – from plants and technology to floristry and equipment. For the international trade visitors, IPM ESSEN not only offers a comprehensive overview, but also numerous exciting program highlights designed to foster networking, discovery, and collaboration.

“Our trade visitors can look forward to an inspiring platform for orders and trends. This year, the focus will be on climate-resistant plants, energy-efficient and resource-saving production solutions, as well as attractive sales and presentation concepts,” says Andrea Hölker, Project Manager of IPM ESSEN. “We are eagerly anticipating four exciting days at the fair.” The thematic areas will be rounded off with insightful lectures, special exhibitions, and guided tours.

IPM ESSEN occupies the entire fairgrounds in Halls 1 to 8 and the Galeria

The industry’s enthusiasm is strong: IPM ESSEN 2025 will again fill halls 1, 1A, 2, 3, 4, 5, 6, 7, 8, and the Galeria. The offerings are divided as follows:

- Plants (halls 1, 1A, 2, 5, 6, 7, 8 and Galeria): From nursery plants and young plants to flowering potted plants, colourful cut flowers and robust perennials – IPM ESSEN offers a unique international plant show. For the first time, the “Landgard-Ordertage | Frühjahrsedition” (Landgard Order Days | Spring Edition) will take place in hall 1A. Another new feature is the Gardeners' Forum in hall 2 as a central meeting point for the horticultural production sector. Exhibitors will inform the public about the future, production and industry in the young plant sector in practical presentations and panel discussions. Guided tours also start from here and offer exciting insights into the world of young plants and new trends. Tree nurseries from North Rhine-Westphalia will be presenting themselves for the first time on a joint stand in hall 7.
- Technology (halls 3, 4 and Galeria): Modern solutions for horticulture are the focus of this exhibition area reaching from irrigation systems and greenhouse technology to machinery and transport equipment. The Innovation Center Horticultural Technology in hall 4 will highlight the future of the industry with sustainable and efficient technologies in short presentations. The Horticulture Infocenter, including the educational show and novelty showcase, has a new location in hall 4.
- Floristry (hall 5): The Federal Association of German Florists (FDF) will relocate its FDF World to hall 5 and thus into the immediate vicinity of the floristry exhibitors, who will be showing plant pots, planters, tools, decorative elements, greetings cards and complementary product ranges. Visitors can also marvel at floral craftsmanship and spectacular live shows on the popular rotating stage and in elaborately designed showrooms. The motto of the IPM Trade Fair Cup 2025 is “Boundless blooming community” – the best floral workpieces will also be on display in hall 5. Further trends for the green trade and successful POS concepts will be presented by Creative Director Romeo Sommers in the IPM Discovery Center – also new in hall 5.

- Equipment (across all halls): From store design to IT solutions – the right equipment transforms products into customer magnets. These offerings are distributed across all exhibition halls and grouped thematically.

International highlights and new ideas made in Germany

The entire world of horticulture gathers at IPM ESSEN. Country pavilions organized by Belgium, China, Costa Rica, Denmark, France, India, Israel, Japan, South Korea, the Netherlands, Poland, Portugal, Spain, Turkey, the UK, and the USA offer insights into region-specific products. Trade visitors can connect directly with exhibitors from these nations and learn about their offerings.

Innovation often comes from new players in the field. Under the banner “Young Innovators,” German startups will present their ideas in Hall 6. Their participation is supported by the Federal Ministry for Economic Affairs.

Further information on the trade fair, the program and tickets can be found at: www.ipm-essen.de.

27.01.2025

IPM ESSEN 2025 attracts visitors with a varied lineup of events

Forums, special exhibitions, trend tours, and competitions

From January 28 to 31, 2025, Messe Essen will once again be the global meeting place for the horticultural industry. "Endless Green Variety" is the motto under which the world's leading trade fair IPM ESSEN will bring together products, innovations and trends from all areas of the sector. The event is accompanied by a comprehensive supporting program that offers trade visitors exciting insights, interactive experiences and extensive networking opportunities.

Gardeners' Forum: Focus on knowledge and exchange

The new Gardeners' Forum in Hall 2 will focus on practice-oriented lectures, discussion panels and tours on current topics in horticulture. Experts from the industry will share their insights on innovative production solutions, sustainable concepts and future strategies. The meeting point not only offers valuable takeaways for everyday work, but also an ideal platform for exchanging experiences and networking within the green community. [Click here for the program and registration: Gardeners' Forum.](#)

Innovation Center Horticulture Technology: Cutting-Edge Future Technologies

In Hall 4, the Innovation Center Horticulture Technology will be giving short presentations on the future of the industry with sustainable and efficient technologies. Topics such as sustainability, peat reduction, automation and energy are in the spotlight. The cultivation of cannabis and vertical planting systems will also be discussed. The North Rhine-Westphalia Horticultural Association will kick off with the panel discussion on "Garden shows in NRW: driving force for sustainable urban development". The entire program at a glance: Innovation Center Horticulture Technology. In addition, the Innovation Center Horticulture Technology is also the starting point for guided tours of highlights in Technology Halls 3 and 4: Technology Trend Tour.

FDF-World: Floristry in perfection

In Hall 5, trade visitors can look forward to the FDF World of the Federal Association of German Florists (FDF). Here, floral craftsmanship and spectacular live shows will be presented on the popular rotating stage and in elaborately designed showrooms. Germany's master florists and other international stars of the scene will be there, for example. Wedding floristry will be one of this year's focal points. [Click here for the stage program: FDF-World](#)

IPM-Trade fair Cup: Florists show their creativity

A celebration of creativity, craftsmanship and lots of creative flair awaits visitors and participants at the IPM Trade Fair Cup. Under the theme "Boundless blooming community", the competition participants will

showcase their skills and workpieces in the categories “Bouquet”, “Green Hero in a Pot” and “Container Planting”. The winner will be announced on the last day of the fair in Hall 5.

IPM Discovery Center: innovative POS concepts

Led by creative director Romeo Sommers, the IPM Discovery Center in Hall 5 will feature the latest sustainable retail and point-of-sale concepts for green products. Guided tours will offer in-depth insights into current trends and successful sales strategies that provide real value for the green industry. [Click here to register: Trend tours at the IPM Discovery Center.](#)

Plant innovations in the spotlight: IPM Novelties Showcase

The best plant novelties will be honoured on the first day of the trade fair. All exhibitors were invited to submit their novelties. This year, a total of 55 plants from 33 exhibitors from 11 countries will be competing for the title of “IPM Novelty 2025” in the categories of flowering and green houseplants, spring-flowering plants, bedding and balcony plants, cut flowers, perennials, shrubs and potted plants. All innovations will be on display in the Horticulture Infocenter in Hall 4.

Show Your Colours Award: Storytelling for plants

The Show Your Colours Award 2025 is about the best story that expresses the added value of a plant. Both plants and plant concepts could be submitted. A total of ten companies will compete against each other in the race for the most creative storytelling. The award ceremony will take place on the Thursday of the fair at the BIZZ Holland booth in Hall 8. [Click here for the nominations: Show Your Colours Award](#)

International Grower of the Year Awards

The IGOTY Awards, organized by the International Association of Horticultural Producers (AIPH) and FloraCulture International (FCI), recognize the world's best in ornamental plant production. The awards cover four categories: finished plants and trees, young plants, cut flowers and bulbs and sustainability. The reception and presentation of the IGOTY 2025 will take place on Tuesday, January 28.

Premiere at IPM ESSEN: Green Cities Europe Award

Lyon, Wroclaw, Viacenza: Greening projects in these three cities are in the final of the Green Cities Europe Award. Ten of the 13 European countries participating in the initiative of the European Nurserystock Association (ENA) had each put forward a national project in advance. Using a points system, the jury selected projects from France, Poland and Italy as the top finalists. The winner will be revealed at a ceremony on the Thursday of the fair opposite the stand of the Association of German Nurseries in Hall 7. There, interested visitors can also take a look at all ten projects that took part in the competition.

BdB seminar: first-hand expertise

The Association of German Nurseries (Bund Deutscher Baumschulen – BdB) invites attendees to the specialized seminar "Trees in Water-Sensitive Cities" on Wednesday, January 29. The seminar will address current challenges and future topics in the industry, focusing on climate-resistant trees, new requirements for landscape and garden construction and sustainable urban greening approaches. The event offers practical lectures and deep insights to provide valuable input for daily professional life. The lecture will be held in German.

Future Outlook for Landscaping

"Circular economy in gardening and landscaping: shaping the future – occupying markets innovatively" is the title of the Future Congress of the North Rhine-Westphalia Gardening, Landscaping and Sports Field Construction Association on the Thursday of the trade fair. Climate change, scarcity of resources and social transformations require innovative solutions. The circular economy is a future-proof economic system that combines sustainability and business success. In their presentations, four renowned experts will shed light on the circular economy from different angles and establish a link to landscaping. The lecture will be held in German.

Promoting talents in the green sector

The supporting program of IPM ESSEN 2025 will place a special focus on promoting young talent and career prospects in horticulture. The "Career + Future Forum" in cooperation with Eugen Ulmer Verlag will offer practical presentations and discussions on training, studies and further education on Thursday, January 30. Young professionals and career changers can find out about career opportunities here. The program at a glance: Career + Future Forum. The lecture will be held in German. Interested parties can find job offers and applications at the "Green Career Wall" in the Galeria. On January 29 and 30, green industry associations will host the career information event "We Love Green – Experience Green Professions Live!" for German high school students (grades 9-12) to discover diverse career paths in horticulture.

Speed Learning Tour: knowledge in 100 seconds

A special highlight is the "Speed Learning Tour", which will take participants across the fairgrounds. In just 100 seconds, attendees receive exciting brief information on innovative horticultural topics from the joining exhibitors. After visiting at least ten stands, participants can submit their completed route card at the Young Gardeners stand in Hall 2. The route cards are available at the trade fair entrances. As an incentive, 21 breakfast vouchers worth 100 euros each will be up for grabs in the prize draw on the last day of the fair.

Discover the Fair's Highlights

From Tuesday to Thursday, guided tours will showcase the highlights of the fair. Industry influencer Michael Perry, known as Mr. Plant Geek, leads participants to selected exhibitors and innovative products, providing a comprehensive overview of current trends and developments. Register here: Fair Highlights.

Meeting Point Climate trees and perennials: experience sustainable plant solutions

The Meeting Point in Hall 6 offers information and exchange on climate-resistant trees and insect-friendly perennials. Guided trade fair tours to exhibitors offering ranges that can withstand the changed climatic conditions will take place twice a day. Registration is possible here: Meetingpoint climatic trees and perennials

FROM THE GREENHOUSE: Industry knowledge to listen to

In the official IPM podcast "FROM THE GREENHOUSE," industry experts and innovators from the green sector share insights through engaging interviews and discussions. The podcast highlights current trends, challenges and forward-looking developments. Visitors will have the opportunity to attend the recording in the greenhouse studio in Hall 5 in the IPM Discovery Center and gain insights behind the scenes of the format. The podcast is broadcast exclusively in German. The presenter is Fenia Hirsch, known from the podcast "GrünGerede" ("green talks").

Stay up-to-date: trade fair app and IPM daily

The free IPM trade fair app helps with visit preparation, offering a hall map with exhibitor locations and a personalized visit plan.

In collaboration with the Eugen Ulmer Verlag, the "IPM Daily" newsletter provides daily updates on the program and fair highlights. Register here: IPM Daily Newsletter.

Further information is available on the website www.ipm-essen.de and in the e-book.

27.01.2025

14 joint stands inspire visitors at IPM ESSEN 2025

Exhibitors showcase plant innovations and technical breakthroughs

The international joint stands are a major draw at IPM ESSEN, taking place from January 28 to January 31 at Messe Essen. These stands provide trade visitors with a unique opportunity to explore region-specific plants and technical innovations from various parts of the world—all in one compact setting. Representing 13 nations – including Belgium, Costa Rica, Denmark, Poland, Spain, and the USA – the joint stands offer cross-border inspiration.

Belgium (Hall 2 / Hall 6 / Hall 8)

The Belgian region of Flanders will be represented with three joint booths and 32 companies. Visitors can look forward to a diverse range of products, including flowering potted plants, foliage plants, nursery stock, perennials, and young plants. While the number of horticultural enterprises in Belgium is declining overall, the remaining businesses are experiencing significant growth in size. This trend has driven a strong focus on innovation and sustainability in breeding and operations management. Key areas of emphasis include the development of climate-resilient plants, the use of alternative substrate mixes, precision irrigation and fertilization techniques, as well as integrated pest management. Many companies are also investing in renewable energy to make their processes more environmentally friendly.

Costa Rica (Hall 1)

Ten companies specializing in the production and export of ornamental plants will showcase a wide variety of Ficus species and forms, alongside Dracaena, Zamioculcas, Philodendrons, and Yucca elephantipes. Some of these plants are produced using cutting-edge technologies, such as in vitro processes. These companies are pioneers in the production and marketing of ornamental plants, adhering to principles of quality control, environmental protection, and social responsibility.

Denmark (Hall 6)

The Danish pavilion, organized by the marketing organization Floradania, will feature 16 exhibitors showcasing a broad range of ornamental plants, Christmas trees, and bulb products. A prominent trend in Denmark is the integration of plants into interior design, highlighting the increasing role of greenery as a design element. Sustainability is also a key focus, with particular attention given to environmentally friendly production methods.

France (Hall 2 / Hall 7)

French exhibitors will present under the "CHOOSE FRANCE" label in new locations at IPM ESSEN 2025:

breeders, young plants, and flowering plants will be in Hall 2, while nurseries will display their range in Hall 7. Leading innovative suppliers from regions like Provence, Pays de la Loire, Brittany, and Paris will showcase their vibrant colours, new varieties, and top sellers. Highlights include the HALIOS RED ALLEGRO® and PETIT MOULIN® varieties, as well as the Clematis "Notre Dame de Paris."

United Kingdom (Hall 7)

The British joint stand, organized by the Commercial Horticultural Association (CHA), will feature ten companies presenting their products and services. Offerings include garden plants such as roses, clematis, and young plants, alongside sustainable fertilizers and bio stimulants, horticultural LED lighting, tree supports, labels, packaging materials, and design services.

"IPM ESSEN is always a busy show for us. Many of our exhibitors returning each year due to the importance of the event and our prime position we enjoy in Hall 7," says Emma Brazier, CHA Event Manager. "We're delighted to welcome ten UK companies in January, who will be supported by our extensive logistics and marketing support package. We are looking forward to a lively and productive event, which kicks off our industry event calendar for 2025."

Israel (Hall 2)

The Israeli nursery Hishtil will feature four exhibitors at their joint booth. Trade visitors can expect a wide range of organic plants, including grafted vegetables and herbs. Highlights include the *Salvia officinalis* "Ovalvet," known for its sweet fragrance and velvety grey-green leaves, as well as several lavender and rosemary varieties, a compact *Thymus mastichina* "POMPOM," and the high-altitude mint *Ziziphora clinopodioides* "High Mountain Mint."

Netherlands (Hall 1 / Hall 8)

Sustainability plays an increasingly important role in the Dutch horticulture sector. At the Royal FloraHolland joint stand in Hall 1, around 20 companies will showcase ethically grown chrysanthemums free of harmful chemicals, eco-friendly Anthuriums, and more. Exhibitors will also present gerberas, orchids, succulents, and related products like packaging and decorations.

In Hall 8, 40 Dutch companies from the country's various nursery centres will exhibit under the banner of BIZZ Holland. A new feature this year is the Show-Your-Colours Garden Center, where over 20 renowned brands will come together to create a unique presentation featuring concept tables and POS materials in a garden centre setting. This offers trade visitors practical inspiration and support for showcasing plant features and care tips to customers. Exhibits range from avenue trees, ornamental shrubs, and conifers to roses and perennials.

Poland (Hall 6)

The Polish pavilion, organized by the Association of Polish Nurseries (ZSżP), will bring together the country's leading nurseries. These exhibitors will present a wide range of ornamental and fruit plants—from young plants to mature trees and shrubs—catering to both public green spaces and home gardens. Visitors can also consult

the association for advice on unique or hard-to-find plants.

The Polish Nursery Catalogue 2025, featuring detailed information on businesses, plant assortments, and contact details, will also be launched at the event. Additionally, the first-ever English edition of the "Catalogue of Proven Plants" will be available. Alongside the four participating nurseries at the joint stand, other Polish companies will exhibit independently.

Spain (Hall 6)

Spain will be represented with an impressive joint pavilion organized by FEPEX. A total of 31 companies will present Mediterranean plants such as olive trees, palms, shrubs, fruit trees, and other ornamentals. Companies hail from Valencia, Catalonia, Andalusia, the Canary Islands, and Galicia. The stand spans over 1,200 square meters and includes a 71-square-meter institutional meeting area for networking.

Germany remains a key export market for Spanish plants, with sales rising by 87% over the past five years, reaching €50 million in 2022.

Turkey (Hall 5)

Twenty-three Turkish companies will showcase the country's ornamental plant production capabilities, leveraging Turkey's favorable climatic conditions. Spanning 455 square meters, the Turkish pavilion will highlight the nation's production strength and innovative approaches in the global ornamental plant sector. The pavilion will also spotlight Turkey's steps toward zero emissions and green transformation.

Other participating nations

In addition to these, visitors at IPM ESSEN 2025 can explore joint stands from Portugal (organized by Portugal Fresh, Hall 6), the USA (organized by SUSTA, Hall 2), and India (organized by Coir Board, Hall 4).

For more information, visit www.ipm-essen.de.

27.01.2025

IPM Discovery Center debuts in Hall 5

Experience sustainability in green retail!

Experience sustainability in green retail!

Once again, Messe Essen will become the international meeting point for the horticultural industry when IPM ESSEN opens its doors for the 41st time from January 28 to 31, 2025. A special highlight awaits the green retail sector in the center of the fully booked exhibition grounds: the IPM Discovery Center. This special area for creative POS concepts will be located in a new space this year: Hall 5 will transform into an inspiring trend hall. The European Floral Suppliers Association (EFSA) will also be represented there. Garden center operators can discover numerous new marketing ideas and receive concrete recommendations for their businesses. The area is designed by creative director Romeo Sommers, with high-quality stand construction provided by the de Haan Group.

At the IPM Discovery Center, sustainability takes center stage as a key factor in purchasing decisions. The 400-square-meter exhibition space demonstrates how DIY stores, garden centers, and various other retailers can present and sell plants in a modern and environmentally friendly way. One of the main themes is biophilic design – a concept that integrates natural elements such as live greenery, daylight, and organic materials into sales spaces. This not only enhances the shopping experience but also promotes the sale of sustainable products.

Another focus is experience-driven retail. Visitors can discover how storytelling, interactive presentations, and multi-sensory elements can create an emotional connection between customers and brands. The emphasis is not only on what customers experience but also on how this experience gains significance in their daily lives.

The trade audience will gain inspiring perspectives on how sustainability and experience can be successfully combined in modern green retail. With innovative and forward-thinking ideas, this special area demonstrates how companies can respond to the growing demand for environmentally conscious and customer-oriented shopping experiences.

The IPM Discovery Center invites visitors to explore the retail world of tomorrow, either independently or on a guided tour with Romeo Sommers. Tours, each lasting about 30 minutes, start daily at 10:00 AM and 2:00 PM.

Premiere: EFSA partners with the Discovery Center at IPM ESSEN

For the first time, the Discovery Center and EFSA are working closely together. In Hall 5, an EFSA Lounge will be created with the same look and feel as the IPM Discovery Center. All EFSA exhibitors – including NDT, Ter Stege, Fleur Ami, Capi, Woodlodge, Esschert, and Baltus – will also showcase their products in the Discovery Center. Offerings include indoor and outdoor plant pots made from various materials, decorative items, and flower bulbs. Additionally, the following companies and brands will present new products in the IPM Discovery Center: Air so Pure with air-purifying plants, Kahler with innovative store concepts, Hackboe and Seed2Soil

with horticultural technology, and Haymarket Media with a magazine.

Glass Podcast Studio

The official IPM ESSEN podcast, [“From the Greenhouse”](#), will return for the second time as part of the IPM Discovery Center, featuring a glass recording studio – a greenhouse provided by ACD. Industry personalities will be present to discuss current topics. Visitors are invited to stop by, grab a pair of headphones, and listen to the live conversations. A new episode is released on the last Friday of each month on all major podcast platforms.

27.01.2025

Program of the new Gardeners' Forum at IPM ESSEN is released

Visitors receive valuable impulses for their business at the trade fair

From 28 to 31 January 2025, IPM ESSEN will bring together the horticulture industry at Messe Essen. Under the motto "Endless green variety", trade visitors can expect a unique range of plants, technology, floristry and garden features. A visit to the world's leading trade fair for the green industry is particularly worthwhile for horticultural producers: in the new Gardeners' Forum in Hall 2, exhibitors will inform the audience about the future, production and industry in the young plant area in practical presentations and panel discussions. The program, which starts daily at 10.30 a.m., has now been finalized.

On the first day of the trade fair (Tuesday, January 28), the Gardeners' Forum will be all about trends and best practices. For example, Lubera Edibles, Cultivaris and Proven Winners will be presenting their latest products and current marketing trends. LVG Heidelberg will be presenting its online variety finder and Kötterheinrich will be discussing the future trade requirements.

A joint look into the future is on the agenda for the second day of the trade fair (Wednesday, January 29). Brandkamp will open the forum and report on how companies are mastering the generational change in horticulture. Afterwards, everything will revolve around sustainability and plant protection – two areas that will have a major impact on the future of horticulture. Syngenta Agro, GlobalG.A.P. and Wir sind Garten will show how these topics are currently being addressed and what opportunities horticultural businesses have to position themselves sustainably. The LVG Heidelberg and the University of Hohenheim will report from the perspective of research and science.

On Thursday, January 30, the focus will be on industry and trade. Companies such as Bailey Nurseries, Kordes Jungpflanzen, GASA GROUP Denmark and Syngenta Flowers will be sharing their experiences and ideas. In a panel, four exhibitors will also discuss the young plant industry in their home country of France and draw global comparisons.

On the last day of the trade fair (Friday, January 31), the focus will be on the environment. The French young plant producer LAFORET will talk about the modernization process for environmentally friendly production. Dümmer Orange will close the Gardeners' Forum with the topic of bee-friendly cultivation.

All presentations in the Gardeners' Forum will be simultaneously translated for non-German-speaking trade fair visitors. Before the official start, trade visitors can look forward to a daily Meet & Coffee from 09:30 to 10:30 a.m., where they can exchange ideas with political and association representatives. The program will be rounded off twice a day with guided tours of the exhibitors taking part in the Gardeners' Forum. The complete program and trade visitor information for pre-registration for the guided tours are available online at www.ipm-essen.de.

Take the IPM Express Bus to Essen

Gardeners who want to travel to IPM ESSEN conveniently, will benefit from a very special new service provided by Messe Essen. Buses from several large horticultural regions – such as the Lower Rhine – will be driving to Essen and back throughout the entire duration of the trade fair. Interested companies are welcome to get in touch with their responsible district associations, which will coordinate Messe Essen's offer in their region.

27.01.2025

Market Report on IPM ESSEN 2025

27.01.2025

FDF information

27.01.2025

FDF stage program

27.01.2025

ZVG press release

16.01.2025

Events IPM ESSEN 2025

17.07.2024

Forum for gardeners with a focus on young plants

Interactive participation opportunities for exhibitors

IPM ESSEN has a new forum in the young plant area in Hall 2: From 28 to 31 January 2025, gardeners, breeders and young plant producers can exchange information at Messe Essen on the future topics of this important interface in horticulture. The new information programme offers space for keynote speeches, panel discussions, innovations and best practices. Each day will focus on a different topic.

The new, moderated forum with stage gives the plant area of the world's leading trade fair for horticulture valuable insights into the latest developments and trends in the young plant sector and the opportunity to share experiences with each other.

“At IPM ESSEN, we would like to offer a meeting place in the centre of the young plant area where current topics and solutions can be discussed with experts and producers, as well as knowledge and know-how passed on“, explains IPM Project Manager Andrea Hölker. “In this way, we are promoting targeted industry dialogue for gardeners in order to tackle the challenges of the future. At the same time, exhibiting companies can actively contribute their own ideas and strengthen their network.“

The programme is currently being developed in detail in close cooperation with the industry. Possible topics include innovations, sustainability, niche production, automation processes, energy and crop protection. The stand area is also the starting point for guided tours of growers and young plant companies. Simultaneous translation will be provided for non-German-speaking trade fair visitors.

Further information and registration at <https://www.ipm-essen.de>.

08.07.2024

IPM ESSEN to be launched in 2025 with a new hall concept

New locations for FDF World, IPM Discovery Center and Horticulture Infocenter

Change of location at the world's leading trade fair for horticulture: From 28 to 31 January 2025, some of the special shows will be presented in different halls at Messe Essen than before. Due to the occupancy of Hall 1A by the Landgard Spring Order Days, the themed areas that were previously located in this hall will change their positions. In future, the Horticulture Infocenter will be located in Hall 4, while the IPM Discovery Center and FDF World with the show stage will move to Hall 5.

"With the targeted allocation of special shows and forums to the existing exhibition areas, we are creating added value for the trade visitors, which ultimately also benefits our exhibitors," explains Oliver P. Kuhrt, CEO of Messe Essen. Eva Kähler-Theuerkauf, President of the North Rhine-Westphalia Horticultural Association and Chairwoman of the Trade Fair Advisory Board, adds: "The modified hall concept scores points with short distances and a mix of products, special shows and communication areas."

Horticulture Infocenter, Novelty Showcase and Educational Show from 2025 in Hall 4

From 2025, gardeners will receive first-hand specialist information and professional advice on all operational issues in the Horticulture Infocenter in Hall 4. The Central Horticultural Association of Germany, the conceptual partner of IPM ESSEN, its regional and sub-associations and specialist groups will present themselves here and invite visitors to a personal exchange at the joint stand. In addition to the Horticultural Technology Innovation Center with specialist lectures from industry and research, the Educational Show will also provide information on new scientific findings in Hall 4 in future. The Novelty Showcase with the exhibition of all the plant innovations submitted in the race for the title of "IPM Novelty 2025" will also show what top performance horticulture is capable of.

Order experience for the green and floral retail trade

The Federal Association of German Florists (FDF) and its regional associations can be found in Hall 5 from 2025. The show stage will play the leading role in FDF World when the stars of the global floristry scene demonstrate their skills live on it. Floral inspiration and the art of flower craftsmanship will also be provided by tours and workshops as well as installations and POS situations. As usual, exhibitors with floristry supplies and complementary product ranges for the retail trade as well as international plant exhibitors, including from Italy and Turkey, will once again be presenting themselves in Hall 5.

The IPM Discovery Center offers further opportunities to get to know new retail trends and successful marketing concepts for products from all areas of IPM ESSEN. The special show under the creative direction of Romeo Sommers will also move to Hall 5 from 2025. The focus will be on new ideas for addressing customers in garden centres in a target group-oriented way. Guided tours will be offered several times a day.

The exhibition areas in the halls will remain unchanged and will offer trade visitors good orientation as usual:

- Plant area: Halls 1, 1A, 2, 5, 6, 7, 8 and Galeria

- Technology area: Halls 3 and 4

- Floristry and Furnishings area: Hall 5

Further information and stand registration at: www.ipm-essen.de

15.04.2024

Landgard Order Days at IPM ESSEN

Green sector receives central order date at the beginning of the year

Green sector receives central order date at the beginning of the year

The world's leading trade fair for horticulture and Germany's leading marketing organization in horticulture will go even closer together in future: From 28 to 31 January 2025, the Landgard Order Days will take place for the first time at IPM ESSEN at Messe Essen. The decision was announced jointly by Oliver P. Kuhrt, CEO of Messe Essen, and Dirk Bader, Chairman of Landgard eG, at the latest IPM Advisory Board meeting.

"IPM ESSEN is the central marketplace where the global industry meets at the beginning of the year to start the season with new ideas and concepts. With the Landgard cooperation, we are offering the green trade an even more attractive order platform than before," explains Oliver P. Kuhrt. Dirk Bader adds: "The trade in plants and flowers is internationally oriented. The integration of the Landgard Order Days into IPM ESSEN creates synergies and gives the market the opportunity to find out about new products efficiently in one place and to place orders at the same time. We are therefore very pleased that we are expanding our marketing activities at the world's leading trade fair and thus reaching a large audience."

At the last Order Days 2024 in Oberhausen, 150 suppliers offered around 3,000 different plants, including many new products. In addition to Germany, the goods also came from neighboring countries such as the Netherlands, Italy and Denmark - all of which are also important exhibitor and visitor nations at IPM ESSEN.

Outlook for 2025

Around three months after this year's fair, 80 percent of the space at IPM ESSEN 2025 has already been booked. Already in the re-booking during the last event, 70 percent of the exhibitors decided in favor of a stand at the world's leading trade fair for horticulture.

As usual, Landgard's trade fair presentation will once again include consumer-oriented concepts and collections, which will be presented to trade visitors in atmospheric arrangements and themed worlds. In addition, the "Flower hour" networking event is planned again.

Further information and stand registration at: www.ipm-essen.de

05.03.2024

Hortiflorexpo China and IPM ESSEN extend cooperation

China's largest horticultural trade fair from May 23 to 25, 2024

China's largest horticultural trade fair from May 23 to 25, 2024

Hortiflorexpo China, the leading trade fair for the horticultural industry in China, and IPM ESSEN, the world's leading trade fair for horticulture, are continuing their successful partnership. The two trade fairs are thus promoting international exchange on all aspects of the horticultural industry in China and opening up a profitable new business network for German exhibitors in particular. The next event, "Hortiflorexpo IPM Beijing", will take place as scheduled from 23 to 25 May 2024 at the new China International Exhibition Center in Beijing.

The close partnership between Hortiflorexpo and IPM ESSEN enables exhibitors to benefit from the synergy effects and to establish and expand important business contacts in the Chinese market. For example, Messe Essen organizes the German Nations Pavilion, which presents innovations "made in Germany", and is also responsible for international marketing.

Oliver P. Kuhrt, CEO of Messe Essen, emphasizes the importance of this strong intercontinental partnership: "The extension of the contract not only consolidates our cooperation, but also underlines the position of Hortiflorexpo IPM China as the leading trade fair in the horticultural industry throughout Asia."

Contract signed during the world's leading horticultural trade fair in Essen

The signing of the contract took place during the 40th IPM ESSEN (January 23 to 26, 2024), at which the Vice Secretary General of the China Flower Association, Xuemei Liu, representing Hortiflorexpo, and Oliver P. Kuhrt, CEO of Messe Essen, sealed the cooperation agreement.

Hortiflorexpo IPM China is regarded as the most important platform for innovations, networking and business opportunities for the horticultural industry in the entire Asian region. It is held annually, alternating between Shanghai and Beijing. More than 700 companies from 20 nations are expected to attend the next trade fair in Beijing in May, occupying 40,000 square meters of exhibition space. Trade visitors can look forward to an event that presents the latest trends, products and technologies in the green industry. A supporting program with live presentations, forums and horticultural excursions is also planned.

26.01.2024

IPM ESSEN 2024 Shines on Its 40th Anniversary

Climate-resilient plants took center stage at the world's leading horticultural trade fair

Climate-resilient plants took center stage at the world's leading horticultural trade fair

The International Plant Fair IPM ESSEN continues to make history: Despite a nationwide rail strike, approximately 36,000 trade visitors attended the Essen Trade Fair from January 23 to 26, 2024, to explore innovations in the areas of plants, technology, floristry, and equipment presented by 1,403 exhibiting companies from 43 countries. The 40th edition of the world's leading horticultural trade fair was distinguished once again by the notably high quality of its professional audience. Significant interest was directed towards climate-resilient and biodiversity-promoting plants, as well as innovations for resource-efficient production. In comparison to the previous year, IPM ESSEN 2024 experienced an increase in the internationality of its audience.

"The green industry once again demonstrated its relevance to contemporary issues at the 40th IPM ESSEN. Horticulture is powerful and innovative, as we have seen and proven over these four days," reflects Eva Kähler-Theuerkauf, President of the State Association of Horticulture North Rhine-Westphalia and Chairwoman of the IPM Trade Fair Advisory Board.

The fact that IPM ESSEN is the leading platform for the international horticulture sector to plan for the upcoming season, place orders, or make investments is evident in the 71 percent high proportion of trade visitors with purchasing and procurement competencies within their own companies. In 2023, this figure stood at 66 percent. "This is precisely what makes a high-caliber trade fair. Despite the ongoing rail strike significantly restricting travel, the right visitors were on site," explains Oliver P. Kuhrt, CEO of Messe Essen.

Sustainability Along the Entire Value Chain

Approximately 30 percent of visitors placed orders during the fair, while over 60 percent plan to make purchases based on the information obtained at IPM ESSEN. The list of buyers primarily featured new and innovative plant breeds. Currently trending are climate-resilient species that can withstand heavy rain and heat – a factor increasingly significant in both private gardens and urban green spaces. The guided tours focusing on climate-resistant trees and insect-friendly perennials attracted a large number of attendees.

Sustainability was also a recurring theme in the technology exhibition area. The Innovation Center for Horticultural Technology, for instance, provided information on peat substitutes and resource-efficient production. Automation processes have also seen an increase in horticulture, with the importance of artificial intelligence growing. At IPM ESSEN, innovations such as a watering robot and solutions for automated weed control were presented. The new special exhibition "Utility Vehicles" featured electric-powered mobile solutions for use in horticulture.

The IPM Discovery Center showcased how sustainable solutions, such as biodegradable materials for

packaging and plant pots, can be integrated into the trade and how customers can be enthused about green products in the future. Sustainable floristry was also in focus at the FDF-World. The Professional Association of German Florists – Federal Association (FDF) provided inspiration in its creative area, demonstrating how trend topics can be translated into one's own business. The IPM Concept Store displayed products for meaningful assortment additions in the green retail sector.

IPM ESSEN 2024: Platform for Green Industry Awards

Once again, IPM ESSEN served as the stage for numerous awards, where the industry annually honors its best. The kick-off on the first day of the fair was the Novelties Showcase by the Central Association of Horticulture (ZVG) for newly bred plants and new wild and growth forms. The winners included *Catharanthus roseus* 'Soirée® White' from MNP/Suntory (category Bed and Balcony Plants); *Pericallis cruentus* Mandala® Plus Magic Purple from Dümmer Orange (Spring Bloomers); *Zygopetalum* 'Oxygen Optimistic' (AK8) from Alpha Orchids Breeding (Blooming Indoor Plants); *Aloe vera* Medivera from Amigo Plant (Green Indoor Plant); *Helleborus hybrida* Frostkiss Vibey Velvet from AllPlant (Perennials); *Eutrema japonicum* 'Hana Utogi' from FitzGerald Nurseries Lt (Balcony Fruit/Vegetables); *Pyracantha coccinea* 'Orange Star' from Hoogeveen Plants (Shrubs); and *Mangave* Mad about Mangave® 'Praying Hands' from Cactusmania di Manera Bruno in Ventimiglia, Italy (Special Prize). The Audience Award also went to Eclipse Bigleaf Hydrangea from First Editions by Bailey Nurseries International from Minnesota.

A premiere at IPM ESSEN was the Best Practice Award in collaboration with FDF for practical products in the floristry trade. In the Design and Trend category, the company LiveTrends Design Group Europe Ap received the award for the trend, "The Botanist." In the category of Technology and Tools in Floristic Practice, Newwen won with the Flowerbox. Baza Seeds Holland's Seed Advent Calendar emerged as the winner in the Accessories and Gift Items category, and Wepot's clay amphora "Olla S" won in the Sustainability category. Capi Europe's flower pot received two awards, one in the categories of Indoor Decoration and "The Vessel."

The Show Your Colours Award, presented by BIZZ Communications and Messe Essen, honored the best storytelling for a plant. The award went to the garden rose *Rosa Hybrid* Plant'n'Relax from Roses Forever in Faaborg, Denmark. According to the jury, the climbing rose with a frame delivers exactly what its name promises: planting and relaxation.

The International Association of Horticultural Producers (AIPH) and FloraCulture International (FCI) awarded the International Grower of the Year Award to the best in ornamental plant production. This year, the coveted award went to the British wholesale nursery Greenwood Plants.

The series of awards concluded on the last day with the IPM Messe-Cup, where the North Rhine-Westphalia State Association of FDF and the North Rhine-Westphalia State Association of Horticulture honored the best floral arrangements. Lilli Kramer from Kramer Garten & Ambiente in Buchholz, Germany emerged as the winner in the combination competition.

High Intentions for Return Visits

Overall, trade visitors evaluated the offerings of IPM ESSEN 2024 very positively, with 87 percent giving ratings of one to three. Ninety-one percent would recommend attending, and an equal percentage expressed the intention to visit IPM ESSEN again. Among the exhibiting companies, the percentage was also high at 87 percent. The next IPM ESSEN is scheduled to take place from January 28 to 31, 2025, at Messe Essen.

Detailed Statistics

The approximately 36,000 visitors included registered trade visitors, national and international media representatives, as well as honored guests.

Further information: www.ipm-essen.de