

20.12.2018

Performance Show for Producing Horticulture:

From the Plant to the Technology - Gardeners Find All the Relevant Products and Services at IPM ESSEN 2019

## **From the Plant to the Technology - Gardeners Find All the Relevant Products and Services at IPM ESSEN 2019**

### **Sustainability and Climate Are Defining Subjects at the World's Leading Fair**

From January 22 to 25, 2019, the entire international green sector will congregate at Messe Essen. Around 1,600 exhibitors from nearly 50 countries will show their innovations in the Plants, Technology, Floristry and Garden Features areas. At IPM ESSEN, producing horticulture traditionally finds the newest technology, innovative substrates as well as a comprehensive selection of plants: from ornamental plants and hydrocultures via herb, vegetable and fruit plants right up to Mediterranean growths and tree nursery goods. All the leading plant breeders and marketing organisations will be represented. As a supplement to the range available from the exhibitors, IPM ESSEN will offer an excellent supporting programme, e.g. the International Horticulture Forum with the partner country Belgium or the Innovation Showcase.

It will be possible to find plants in all shapes and colours in Halls 1 and 2, in half of Hall 4, in Halls 6, 7, 8 and 8B, in the Galeria as well as in the Foyer of the Grugahalle. Just a look at the range available on the international joint booths reveals how multifaceted the range of plants on offer at IPM ESSEN will be: no matter whether chrysanthemums and stress-resistant summer lindens from the partner country Belgium, air-improving growths from Denmark, yuccas from Costa Rica, drought-resistant plants from Israel, roses from England, balcony tomatoes from France, thick-leaved growths from Mexico, robust tree nursery goods from Poland, little lemon trees from Italy or orchids from Taiwan. Furthermore, breeders with global activities will show their newest plant creations. No fewer than two competitions will serve producing horticulture as an orientation aid about what varieties will be popular on the market in the near future: Amongst all the plant exhibitors at IPM, the Innovation Showcase in Hall 1A will choose the best new breeds in the "Bedding and Balcony Plants", "Tub Plants", "Flowering House Plants", "Cut Flowers", "Woody Plants" and "Shrubs" categories. The Show Your Colours Award on the BIZZ booth in Hall 8 will highlight perennial plants which will be particularly easy to market as a result of their special properties. The exhibitors at IPM ESSEN will also include national and international marketing organisations: Landgard, Royal Flora Holland, Floradania, GASA and Veiling Rhein-Maas will be represented. The BGI Trade Centre in Hall 1 will be a suitable place for networking. Services of the wholesale trade will be presented on the area of the Association of the German Flower Wholesale and Import Trade (BGI).

### **Horticultural Info Centre Congregates Green Trade Associations in One Place**

The Horticultural Info Centre in Hall 1A will be a must for every gardener: The Central Horticultural Association (ZVG), the ideal sponsor of IPM ESSEN, as well as the co-organiser, the North Rhine-Westphalia State Horticultural Association, will present their extensive spectra of services. The range on offer will be completed by the Federal Association for Ornamental Plants (BVZ), the Federal Association of Retail Gardeners (BVE) as well as the Federation of German Cemetery Gardeners (BdF) which will provide information about production and service questions and will introduce new ranges of available services. In addition to the trade

associations, institutions from the fields of advice, science, research, training and further education will introduce their newest findings. In this connection, the teaching show will be one point of attraction. Under the motto "Underground Good!", everything here will revolve around the optimisation of the root area.

### **The Correct Technology is Decisive**

No matter whether a green plant, an ornamental plant or a vegetable plant - the correct technical equipment is needed in order to be able to produce healthy and high-quality plants in an efficient way. In Hall 3 and in half of Hall 4, it will be possible to encounter not only suppliers of greenhouses, plastic films, potting machines as well as irrigation and fertilising systems but also manufacturers of substrates and fertilisers in a concentrated form. All the market leaders will be represented and will provide comprehensive advice.

### **Horticultural Forum with the Partner Country Belgium**

As is tradition, the International Horticulture Forum on January 24 will focus on the partner country and will offer the participants insights into new horticultural findings. In 2019, Belgium will take up the subject of "Sustainability in the Horticulture of the Future". The speakers will include high-ranking experts from the "Ornamental Plant Cultivation Technopool" which the two Belgian research institutes, the "Proefcentrum voor Sierteelt" (PCS - Ornamental Plant Research) and the "Instituut voor Landbouw-, Visserij- en Voedingsonderzoek" (ILVO - Research Institute for Agriculture, Fisheries and Food), founded together with the Ghent University and the University College Ghent.

### **Know-How and Networking: Seminar Series on "Green Cities for a Sustainable Europe"**

The EU campaign called "Green Cities for a Sustainable Europe" will make municipal decision takers, urban planners, landscape architects, horticulturalists as well as landscapers from all over Europe enthusiastic about green urban development and will network them. Against this background, the Federation of German Tree Nurseries (BdB) will, in cooperation with "THE GREEN CITY" foundation, invite people into the West Congress Centre at Messe Essen on January 23 for the discussion about the future subject of "Urban Green Areas in the (Climate) Change". Here, specialists in horticulture will learn what varieties will be able to survive in urban green areas in the future. The lecture subjects will include "Urban Planning of the Future: From Grey Facades to Green Lungs" and "Old and New Ranges of Woody Plants in the Climate Change".

### **Go to the Fair More Cheaply with the Online Ticket**

Tickets for IPM ESSEN are already available on the website now - and that without any waiting times and at cheaper prices than in situ. A one-day ticket costs Euro 22 online and Euro 33 at the ticket office. Any interested people can find all the prices and the ticket types as well as additional information about how to travel to the fair and to book accommodation at: [www.ipm.essen.de](http://www.ipm.essen.de).

### **Well-Informed with the Fair App**

Furthermore, the free IPM ESSEN app for iOS and Android will offer all the relevant information about the horticultural event of the year: from the list of exhibitors via the supporting programme right up to a note function as support for a structured visit to the fair. Two weeks before the beginning of the fair, the app will be

available for downloading from the Google Play Store or the Apple App Store.

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Source of Impetus and Creative Platform:

IPM ESSEN 2019 Offers New Ideas and Fresh Marketing Concepts to the International Floristry Sector

## **IPM ESSEN 2019 Offers New Ideas and Fresh Marketing Concepts to the International Floristry Sector**

### **Top-Class Stage Programme, Inspiring Showrooms and New Products**

For florists and the floral retail trade, IPM ESSEN is amongst the most important dates on the calendar: Not by chance because the who's who on the international floristry scene will again meet up at Messe Essen from January 22 to 25, 2019. At the world's leading fair for horticulture, floral designers will once more focus on subjects which can be implemented directly in the day-to-day work: from new technologies via winning over target groups right up to innovative point of sale concepts. The creative input will be supplied by live demonstrations, showrooms and a comprehensive supporting programme in the Green City in Hall 1A. Furthermore, IPM ESSEN will be the platform for the introduction of new products for the needs of florists.

The entire Hall 5 will present a comprehensive range for floral needs. This will include creative packaging, greetings cards, florists' sponges and wires, tools, planting bowls and cachepots as well as decorative articles made of wood, metal or glass. The portfolios of the exhibitors will feature numerous innovations which will modify customary symmetries and re-interpret established shapes. For florists, it will also be worth visiting Halls 1 and 2 as well as the Galeria because these will focus on the ornamental plants. Here, any interested people will find green and flowering house plants, bedding and balcony plants as well as cut flowers in all shapes and colours. Popular plant novelties will be introduced in a concentrated form in the Innovation Showcase of the Central Horticultural Association in Hall 1A.

### **Green City - A Paradise for Florists**

New POS ideas for a successful business year: IPM ESSEN will offer that in the Green City. In addition to numerous concepts in the g&v Creative Centre and in the Bloom's Special Show, the FDF World will again be one point of attraction for floral designers from all over the world. The Trade Association of German Florists (FDF) - Federal Association will invite people to obtain information about all the subjects for everything to do with contemporary floral design. Live stage shows, workshops, showrooms, networking and advice will be on the agenda.

### **Live Floristry on the Highest Level in the FDF World**

Belgium will be the partner country of IPM ESSEN 2019. It is all the more pleasing that the opening show at 11.00 a.m. on January 22 will also be characterised by the kingdom. With reference to the internationally recognised flower show called "Fleuramour" in Alden Biesen in Belgium, well-known Belgian and international florists will come up with a flowery and thrilling stage show.

The programme will continue internationally at 2.30 p.m. on the Tuesday of the fair when the floral designers Frédéric Dupré from France, Sara-Lisa Ludvigsson from Sweden, Hanneke Frankema and Hans Zijlstra from the Netherlands, Tomasz Max Kuczynski from Poland as well as Ahti Lyra from Estonia will present innovative

wedding decorations and extravagant floral creations. Additional shows with the international floristry stars will take place at 1.00 p.m. on the Wednesday and at 11.00 a.m. on the Thursday.

The reigning German Champion of Florists Michael Liebrich, the runner-up Heiko Steudtner and the third-placed Franziska Strobl will present a dynamic Florist Show to the public at 11.00 a.m. on the Wednesday and at 2.00 p.m. on the Thursday. Amongst other highlights, they will design an alternative blossoming gift for Valentine's Day in 2019 or create plant arrangements about the guiding trend called "Urban Jungle". Moreover, they will design inventive arrangements for successful posts in the social media under the topic "#flowerlovers: My Favourite Item for 2019".

The Flower Battles at 3.00 p.m. on the Wednesday and at 12.30 p.m. on the Friday will be a fast-paced creative competition with and for the youngsters. Within the shortest time, the participants will have to select their materials from a material pool and create a floral arrangement. The public will determine who will advance to the next round.

## **fdf Flower Trends in 2019: Fresh Trendsetters for the New Year**

The flower is a lifestyle product and an expression of the living world of the consumer. For 2019, the Holland Flower Office has once more spotted three major consumer trends: "Harvesting Elements", "New Frontiers" and "Soft Landing" will be the trends which can be used in order to identify young and modern consumers in particular. The fdf team has converted these currents in society into creations and will introduce the results for the first time at IPM ESSEN 2019.

Durable, robust and available all year long - Chrysanthemums are absolute top sellers in floristry. Year in year out, fdf dedicates a new blossoming collection to this exceptional plant - in 2019, under the motto "Life is Uncertain. Have Fun with Flowers!" Every motif will be provided with hashtags and optimised for displaying in the social media.

Under the motto "Urban Jungle", the visitors to the fair can expect a green experience area which will invite them to immerse themselves in the world of plants. The showroom will provide inspiration for the modern displaying of house plants. fdf will invite people to a workshop on this subject. Furthermore, various trend islands from the "House Plant of the Month" campaign initiated by the Holland Flower Office will show how house plants can be displayed in a modern contemporary look. Similar to the "House Plant of the Month", the "Flower Agenda 2019" will also encourage consumers to make their homes more beautiful with flowers. Therefore, a spectrum of seasonal blossoms will be presented parallel to the House Plant of the Month.

## **Advice, Inspiration and Networking**

At IPM ESSEN, fdf will provide information about its great spectrum of services. No matter whether advice for members or information about training and further education. The fdf state associations and also the fdf School for Master Florists in Gelsenkirchen will be in situ and will answer questions. The connected fdf Café will invite people to catch their breath and to exchange opinions amongst colleagues. Furthermore, an inspiration area for creative ideas will again be available in the fdf World. #floralproject 3.0 will serve as a port of call for the young generation and will be looked after by winners of the German Federal State Championships and participants in the German Championship of Florists together with the Creative Director Manfred Hoffmann and Petra Spring.

## **BLOOM's WORLD: GREEN! Livens Up the Point of Sale**

Four days long, everything in the BLOOM's WORLD in Hall 1A will revolve around the GREEN! subject. Here, florists will find no end of inspirations for point of sale presentations which are close to practical needs and easy to implement. In this respect, the motto will not be restricted to the colour alone but will focus on the

"green attitudes to life" of the consumers in which significance is attached to well-being, ecological compatibility, vitality and consciously healthy living. Attached "theme houses" in different styles will show trend-oriented goods presentations, consumer-relevant products, plant innovations as well as feasible floral ideas. In the "Flower Shop", different concepts and live demonstrations for the floristry trade will be offered on the "Celebrate" subject. The "Wedding" area will show modern, casual wedding bouquets and table decorations. Urn decorations and funeral wreaths in the botanical style will be presented on the "Mourning" area. The "Outdoor" presentation will concentrate on plants and outdoor tubs. The special show will be completed by a media booth, workshops and the learning workshop.

## **g&v Creative Centre**

The g&v Creative Centre will provide the visitors with further inspirations for goods presentation and will thus create new incentives for copying them in their own businesses. In live shows, well-known florists will bring the subject fields entitled "Additional Assortment - Well-Served" and "Decoy of the Month" to life. The champion florist and the "Master of Table Culture" Björn Kroner-Salié will show how opulent table decorations with various additional products can be used as an ideal sales area and what diversity is offered by table culture. The natural designer and champion florist Christiane Nebel will produce various decoy workpieces for the visitors on the basis of a special material and will thus present the diverse possibilities of designing.

## **IPM Fair Cup: "Wild Thing - Natural, Original, Cheeky and Free"**

Effective displays, exciting creations and lots of designing delight - the IPM Fair Cup will be amongst the highlights of the supporting programme. No matter whether a florist or a gardener, a trainee or a master florist: All the participants in the competition will be given the chance to present themselves, their ability and their workpieces at IPM ESSEN in the "Bouquets", "Green Hero in the Pot" and "Tub Planting" categories. In this respect, this year's subject of the tripartite competition will be called "Wild Thing - Natural, Original, Cheeky and Free".

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## **About IPM ESSEN**

IPM ESSEN is the world's leading fair for horticulture. From January 22 to 25, 2019, around 1,600 exhibitors

from almost 50 nations will present their innovations along the entire value added chain in the green sector: from plants and cut flowers in all colours and shapes via the newest technology and floristry on the highest level right up to the sales-promoting equipment for the point of sale. Belgium will be the partner country of IPM ESSEN in 2019.

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Know-How for Garden Centre Operators:

IPM ESSEN Becomes the Hotspot for New POS Concepts and Future-Oriented Retail Trends

## **IPM ESSEN Becomes the Hotspot for New POS Concepts and Future-Oriented Retail Trends**

### **IPM Discovery Centre Entices the Visitors with Tours and the Speakers' Corner**

At IPM ESSEN 2019, new perspectives will open up for garden centre operators: The world's leading fair for horticulture will become the hotspot for innovative and practicable sales concepts at Messe Essen from January 22 to 25, 2019. In the IPM Discovery Centre in Hall 8A (East Entrance), the visitors will become discoverers of their own sector. On the basis of POS situations and guided tours as well as in the specialist lectures in the Speakers' Corner, they will experience what concepts can be used in order to arouse the enthusiasm of existing and new customers. Furthermore, IPM ESSEN will be an attractive port of call for the green retail trade in other halls too. The wide range on offer at the green trade fair will include a great selection of plants and new breeds, innovative equipment for the visitors' own businesses as well as hardware.

The first port of call for purchasers and decision takers from garden centres will be the IPM Discovery Centre at IPM ESSEN: Under the creative direction of Romeo Sommers, the show will feature strong-selling POS concepts which the Dutch trendwatcher will have created from products of the participating exhibitors, so-called IPM Discovery Centre Heroes - in an extraordinary and innovative way appropriate for the target groups. The displayed shop situations will be designed in such a way that they can be adopted in the visitors' own businesses one to one. The concepts will not only be oriented to general trends in society but will also take account of findings about the purchasing behaviour of consumers. On the exhibitor side, the IPM Discovery Centre will bring together all the participants along the entire value added chain: from producers of living greenery via manufacturers of hardware and garden accessories right up to suppliers of horticultural technology. The common objective of strengthening the sales of green products will exist as the connecting element.

### **Information at First Hand in Guided Tours**

Any interested people will learn valuable background information about the introduced POS situations every day in guided tours with Romeo Sommers. The meeting place will be the Speakers' Corner. Registration will not be required.

### **Speakers' Corner Focuses on Fruit, Vegetables and Herbs**

The Speakers' Corner will concentrate on things worth knowing about everything to do with the subject of the retail trade in the context of the green sector. In entertaining lectures every day, proven specialists and exhibitors will pass on how the visitors' own businesses can become even more successful and, above all, remain future-oriented.

On January 24 and 25, 2019, attention will then focus on the trend subject of fruit, vegetables and herbs. This segment of horticulture is pleased about growing demands. On the Fruit, Vegetables and Herbs Days which



will be staged by Haymarket Media, the visitors will obtain answers about how the young, urban target group can be addressed successfully. In their lectures, the speakers will keep an eye not only on the perspectives of the production but also on those of the trade and the consumers. In this respect, the spectrum of subjects will extend from the gastronomic concept in the garden centre via the optimum utilisation of digital media for tree nurseries right up to addressing new target groups using tailor-made brands. In total, there will be ten lectures on the programme on the Fruit, Vegetables and Herbs Day which Haymarket Media will stage in the IPM Discovery Centre. Concrete examples of successful practitioners will show what concepts function and where any possible limits may lie.

### **Innovation Showcase: Plant Trends in the Coming Season**

In Hall 1A, the Innovation Showcase of the Central Horticultural Association will introduce the latest plant novelties and will distinguish the best ones. There, all the plant exhibitors at IPM ESSEN will have the possibility of presenting their innovations and operators of garden centres will today already get acquainted with tomorrow's sources of turnover.

### **Show Your Colours Award: Storytelling About Everything to Do With Plants**

Often, simply just putting a plant on the shop shelf is not enough to tempt the customers to make purchases. For enthusiastic customers, the "certain extra" is becoming necessary to an increasing extent - no matter whether in the form of a nice label or pot or a refined concept. Amongst other sources, inspiration will be provided by the Show Your Colours Award which Messe Essen will present together with BIZZ Communications. The nominated plants of the exhibitors which will be represented at IPM ESSEN with woody growths and shrubs will be exhibited in Hall 8 during the period of the fair.

### **Relevant Products and Services for Garden Centres**

Halls 1 and 2, half of Hall 4, Halls 6, 7, 8, 8A and 8B, the Foyer of the Grugahalle as well as the Galeria will be interesting to owners, managers and employees of garden centres. A large number and wide variety of additional plants will be presented here: no matter whether green or flowering house plants, exotic growths from distant countries, bedding and balcony plants, little fruit trees, vegetable plants, herbs, shrubs, succulents, woody plants or cut flowers. Suppliers of soils and fertilisers as well as manufacturers of irrigation systems will show their portfolios in Hall 3 and in half of Hall 4. Anybody who would like to invest in a new cash register system, shopping trolleys, displays, presentation areas or miscellaneous appealing shop fittings will be in the right place in Halls 3 and 5. Hardware, e.g. garden decorations or cachepots, will be represented in the Floristry and Garden Features areas in Hall 5. And the sectoral association of the garden centre operators will also have its own booth at IPM ESSEN. The Association of the German Garden Centres (VDG) will be available for discussions in the Galeria.

### **Young Innovative Companies**

At the latest since relevant television shows have helped to attract more attention to the startup scene, the area of the young, innovative companies is almost no longer an insider tip. On an area in Hall 7 promoted by the Federal Ministry for Economic Affairs, ten booths will present ideas for new products and services for the green sector.

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Great Range of Plants for Horticulture and Landscaping at the World's Leading Fair for Horticulture

Future Congress on Horticulture and Landscaping Outlooks with Top Speakers

### **Future Congress on Horticulture and Landscaping Outlooks with Top Speakers**

IPM ESSEN will take place at Messe Essen from January 22 to 25, 2019. As the world's leading fair for horticulture, it will portray the entire spectrum in the green sector. Specifically for horticulture and landscaping, IPM ESSEN 2019 will offer a wide range of plants, exciting forums and information about new services.

Amongst the around 1,600 exhibitors from almost 50 nations, there will be numerous appearances at the fair which will be interesting especially to horticulturalists and landscapers. With a proportion of more than 60 percent of the range on offer, plants will form one main focal point on the entire exhibition site. As a supplement to this, information will be provided by an excellent supporting programme: This will include the Future Congress on Horticulture and Landscaping and the specialist event entitled "Urban Green Areas in the (Climate) Change" which will be part of the EU campaign called "Green Cities for a Sustainable Europe".

### **From Classic to Extravagant - Ornamental Plants and Tree Nursery Goods**

Halls 1 and 2, half of Hall 4, Halls 6, 7, 8 and 8B, the Galeria as well as the Foyer of the Grugahalle will show plants in all shapes and colours - not only well-known classics but also new breeds. Tree nurseries and horticultural businesses from all over the world will be in situ in order to introduce their portfolios. No matter whether seasonal bedding plants, perennial shrubs, colourful ornamental bushes or hardy woody plants - horticulturalists and landscapers will find a diverse range for all designing needs. In particular, robust and climate-tolerant plants will play primary roles at IPM ESSEN 2019. The Technology area in Hall 3 and in half of Hall 4 will also be a popular contact point for horticulture and landscaping. Here, there will be not only soils and fertilisers as well as plastic under-soil films but also small appliances and tools. Moreover, suppliers of software will introduce innovative services.

### **Future Forum on Horticulture and Landscaping: The Publisher Langenscheidt on "New Work"**

Many products and services which are shown at IPM ESSEN today will find users in everyday working life tomorrow. The event which will relate to horticultural and landscaping outlooks and will bear the title "New Work" will also take up the subject of what the world of work will look like in the future. What will await the branch of trade? How will life and work change? The forum will take place in the South Congress Centre from 10 a.m. to 2 p.m. on Thursday, January 24, 2019. It will be dedicated to the fashionable expression "New Work" and will ask: What does that mean and what is hidden behind it? The speakers will approach the subject by considering it from different perspectives. They will include the publisher Dr. Florian Langenscheidt and the presenter Tjen Onaran. The other speakers will be Tanja Nackmayr, Managing Director for Education and Labour Market Policies at the Entrepreneurs of North Rhine-Westphalia, and Tjards Wendebourg, Editor-in-Chief at DEGA GALABAU. The event will be accompanied by the graphic recording of the artist Dagmar Gosejacob. This will constitute drawn live documentation which will summarise core statements into one large-format picture. Registration is possible at <https://www.galabau.nrw.de/anmeldeformular.aspx>. Participation will cost Euro 50 for members of the North Rhine-Westphalia Association for Horticulture, Landscaping and Sports Field Construction and Euro 100 for non-members. The fee will include the admission to the fair which can be

visited after the event.

## **"Urban Green Areas in the (Climate) Change"**

The EU campaign called "Green Cities for a Sustainable Europe" will network municipal decision takers, urban planners, landscape architects, horticulturalists as well as landscapers from all over Europe for green urban development. Against this background, the Federation of German Tree Nurseries (BdB) will, in cooperation with "THE GREEN CITY" foundation, invite people into the West Congress Centre on January 23 for the discussion about the future subject of "Urban Green Areas in the (Climate) Change". Here, specialists in horticulture will learn what varieties will be able to survive in urban green areas in the future. The lecture subjects will include "Urban Planning of the Future: From Grey Facades to Green Lungs" and "Old and New Ranges of Woody Plants in the Climate Change". Registration by January 18 at: [www.bit.ly/IPM 2019](http://www.bit.ly/IPM2019).

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Once More, Many Participants on International Joint Booths

17 Countries in Total Present Their Innovations in This Format

## **17 Countries in Total Present Their Innovations in This Format**

The large number of international joint booths will once more highlight the significance of IPM ESSEN as the leading fair in the international green sector. Visitors appreciate this format because, on these multifaceted booths, they can obtain information about country-specific products from several companies in a quick, compact and efficient way.

### **Belgium**

The partner country of IPM ESSEN 2019 will be represented with no fewer than three joint booths. On the joint booth in Hall 2, 22 Belgian ornamental plant exhibitors will primarily show young plants, including chrysanthemums, garden plants and house plants. The Belgian tree nurseries will be represented with 13 exhibitors in Hall 6 and with three companies in Hall 8. They will present laurels, trees, forest and hedge plants, roses, ornamental bushes and young rhododendrons. These will include hardy container plants as well as plants with root balls or bare-root plants. On all the days of the fair, there will be lectures on topical subjects on the joint booth in Hall 2.

(Hall 2, Hall 6, Hall 8)

### **China**

IPM ESSEN will be an important fair for the Middle Kingdom too. The Chinese joint booth will gather seven companies. They will show accessories for the green sector. These will include weed mats and plant covers made of fleece, frost protection made of fleece, LED lamps, bamboo canes and pots.

(Hall 8B, Booth 8B17)

### **Costa Rica**

Under the auspices of Consorcio Green Plants, seven firms will present themselves on the joint booth of Costa Rica. The available range will include ornamental plants such as aglaonemas, figs, dragon trees, crotons, yuccas or bromeliads. In-vitro plants will play a great role. For example, Consorcio Green Plants will cooperate with companies in order to be able to offer a large number of plants cultivated in this way. An in-vitro laboratory will be introduced on the joint booth. There will also be a large exhibition of these plants.

(Hall 1, Booth 1B17)

## **Denmark**

After the modernisation of Messe Essen, Hall 6 will be the new home for the Danish joint presentation. Around 50 exhibitors will show the plant range of their country under the auspices of Floradania Marketing. These will include house and garden plants as well as new plant concepts and innovative accessories. One major trend will relate to air-improving plants and flowers which ensure a good indoor climate. On the joint area, these products will have their own plant lounge.

(Hall 6)

## **France**

"Grown in France, Grown with Love" - the appearance of the French exhibitors will bear this leitmotif. Under the auspices of Val'hor, over 20 companies will present themselves on two joint booths. In the Galeria, it will be possible to find producers of flowering pot plants, seeds, bulbs and vegetables. The exhibits here will include special tomato varieties for the terrace, new fuchsias, chrysanthemums and roses. The booth in Hall 7 will be equipped by producers of garden roses, trees and bushes. High-value camellias with small blossoms and new pittosporum varieties will be the particular focus of attention there.

(Galeria / Hall 7, Booth 7B16)

## **Great Britain**

The Commercial Horticultural Association will gather the British exhibitors on two joint booths. Technical solutions will be shown in Hall 3 while plants made in Great Britain will play the leading role on the booth in Hall 7. The twelve companies will include not only rose breeders but also producers of agapanthuses, clematises or grasses. In the Technology area, it will be possible to see, for example, maintenance-free LED lighting, packaging solutions or tree care products made of recycled plastic.

(Hall 3, Booth 3B37 / Hall 7, Booth 7A24 and 7B24)

## **India**

The Coir Board of India which is organising the Indian joint booth is expecting around 30 participants. They will show what coconut fibre products can be utilised for. These will include coconut fertilisers, grow bags and accessories for greenhouses. The advantage of the products is that they are environmentally friendly and biodegradable.

(Hall 8B, Booth 8B22 and 8B39 / Hall 4, Booth 4C17)

## **Israel**

Five companies will participate in the Israeli joint booth. It will be possible to see new and exceptional breeds from the Mediterranean country. In addition to new lavender varieties as well as heat-resistant and drought-resistant plants, vegetables will play a major role. For example, the exhibitors will bring not only grafted chillis but also the trendy sweet potatoes with them to Essen. Here too, there will be new breeds.

(Hall 2, Booth 2B15)

## **Mexico**

Producers from the federal states Morelos and Mexico will show their goods for export on the joint booth of their country. These will include cut flowers, green plants and other varieties such as thick-leaved growths. It will be possible to find the Mexican exhibitors on the area of the BGI Trade Centre where they will address international purchasers.

(Hall 1, Booth 1D12)

## **Netherlands**

The Netherlands will be amongst the largest exhibitor nations at IPM ESSEN. Therefore, no fewer than two umbrella associations are organising joint booths.

Royal Flora Holland will be present with 35 exhibitors. The future of the green sector will be the centre of attention here. In addition to flowers and plants, the companies will also bring packaging solutions and digital services with them to Messe Essen. Innovations for everything to do with the supply chain and the logistics will be shown too. In the Sales & Marketing subject area, there will be information about account management, channel & consumer marketing and sales management.

(Hall 1)

BIZZ Holland will invite visitors to its joint booth for the seventh time already. The booth design will be based on a structure consisting of pallets and will have a natural, fresh aura. 58 participants will show an overview of the range offered by the Dutch tree nurseries. From raw materials via cuttings right up to optically attractive products and from avenue trees and perennial plants via conifers and roses right up to ornamental bushes. The participants will come, amongst other places, from the tree nursery regions Boskoop, Opheusden, Venlo and Zundert. The companies will present their innovations and the currently available range of garden plants and trees for 2019. Furthermore, the nominations for the Show Your Colours Award at IPM ESSEN 2019 will be exhibited on the booth and the visitors will be able to vote for their favourite plants.

(Hall 8)

## **Poland**

The Polish Nurserymen Association and the Agencja Promocji Zieleni are organising the Polish joint booth. The exhibitors will include tree nurseries and trading companies. They will offer a wide spectrum of plants from trees via bushes and shrubs right up to climbing and fruit plants. The young tree nursery goods will have been propagated in vitro too. The plants will be available in various sizes from C2 to C200. The climate in Poland is ideal for robust tree nursery goods. The plants are hardy and frost-resistant.

(Hall 6, Booth 6E33)

## **Portugal**

There will be a Mediterranean feel to the Portuguese joint booth. The exhibitors will bring high-value products from the region with them - these will include climbing plants, bushes, grasses and succulents. These items are particularly popular at the moment: dipladenias, bougainvilleas, oleanders, hibiscuses, lantana camaras, polygalas, bindweeds and lavenders.

(Hall 6, Booth 6C25)

## **Spain**

Over 30 companies will participate in the Spanish joint booth which will encompass over 1,000 square metres in 2019 and is being organised by the FEPEX association. The exhibitors will originate from the following regions: Valencia, Catalonia, Galicia, Andalusia and the Canary Islands. All of them have specialised in the production and export of ornamental plants and Mediterranean growths. Amongst other products, it will be possible to see palms, oleanders, olive trees, hibiscuses, dipladenias, stephanotises and allamandas.

(Hall 6)

## **Sri Lanka**

Products made of coconut fibres will play the leading role on the joint booth from Sri Lanka. It is being organised by the Coconut Development Authority and will encompass seven participants. The coconut fibre products can be utilised in horticulture, greenhouses, agriculture or also private gardens.

(Hall 4, Booth 4A09)

## **Taiwan**

The Taiwanese joint booth will be characterised by the queen of flowers: orchids. The exhibitors will show not only the filigree beauties but also the material necessary for the breeding.

(Hall 1, Booth 1B36)

## **USA**

Since the EU is one of the most important export markets, the USA will be represented with a pavilion. The majority of the exhibiting nurseries will come from the southern states. The joint booth is being organised by the Southern US Trade Association (SUSTA), a non-profit-making agricultural export association under the Department of Agriculture in Washington. The range offered by the companies will include hibiscuses, liriopes, tropical plants, bougainvilleas as well as raw materials and much more.

(Hall 2, Booth 2A31)

Hungary will also be represented at IPM ESSEN 2019 with a joint booth.

(Hall 7)



27.11.2018

The Fruit, Vegetables and Herbs Days at IPM ESSEN 2019 Focus on Young, Urban Target Groups

Experts from Practice Pass on Their Knowledge to the Producers and the Trade

### **Experts from Practice Pass on Their Knowledge to the Producers and the Trade**

Above all, the young, urban (and mostly also affluent) purchasers want healthy, sustainable and regional products. This new customer generation is increasingly bringing different requirements to the green sector. But how should the producers and the trade best serve this target group which is becoming ever more important? Answers to this will be given by experts in the Speakers' Corner of the IPM Discovery Centre at IPM ESSEN on the Fruit, Vegetables and Herbs Days on January 24 and 25, 2019.

The young customer generations are different. For example, they no longer buy their plants in a customary nursery but instead order them and obtain information about them using the Internet and the social media channels. The classic retail nurseries and garden centres are losing these customer groups. How can these consumers be won back? What must the horticultural production and the green retail trade do in order to be noticed? In how many and what new media should it be possible to find a horticultural company? What products attract the young generations? In their lectures, the speakers on the Fruit, Vegetables and Herbs Days will keep an eye not only on the perspectives of the production but also on those of the trade and the consumers. They will explain what specific characteristics exist and are worth changing over the production for. Moreover, they will illustrate what that means for the procedures and the marketing in the company. Because this is often associated with a rethink for entrepreneurs and employees.

### **Rethinking: Gastronomy as a Customer Magnet in the Garden Centre**

The Fruit, Vegetable and Herbs Days will take place in the IPM Discovery Centre, the POS experience world at IPM ESSEN. From 10 a.m. to 3 p.m. on the Thursday and Friday of the fair, experts will pass on their knowledge in Hall 8A. For example, Carsten Markus, Brand Manager for Experience Green at Sagaflor, will explain how the appropriate gastronomic concept supplements the sales area in the garden centre. Markus Kobelt, Managing Director of the Lubera Fruit and Berry Tree Nursery, will report on the optimum utilisation of new media for a tree nursery. In total, there will be ten lectures on the programme on the Fruit, Vegetables and Herbs Days which are being organised by Haymarket Media. All the interested visitors to IPM who would like to obtain suggestions from successful practitioners will be invited to this event. Concrete examples will show what concepts and ideas may function and where any possible limits are too.

21.11.2018

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

### **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 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.

21.11.2018

Good Economic Environment for the World's Leading Fair for Horticulture

Market Data and Observations for the Green Sector in Germany

### **Market Data and Observations for the Green Sector in Germany**

Sunny to bright with local clouds – this is how the market and the garden year in 2018 can be described. The weather has a very big influence on the garden market and, with its extremes in 2018, led to a strenuous but eventually also good season. The general consumer climate is still outstanding and the wish for "green products" is unwavering. "Green products" are becoming ever more established as a fixed and diverse constituent of life - they simply belong to everyday life. After a successful year in 2017 in which the total turnover of flowers and plants in Germany was approx. Euro 8.6 billion, 2018 will also probably finish with similar success. This is being indicated by initial figures. In 2018, two cornerstones are being shown to be basically responsible for this: the good mood of the consumers keen on green products and the weather.

The consumer climate continues to be good in spite of global economic uncertainties and dynamics as well as of the fact that the global economy has lost a little momentum at the end of 2018. For Germany, there is an economic forecast of 1.8 percent for 2018 and 2019. This still constitutes an economic boom which is being borne, above all, by private consumption and construction investments.

In combination with the fiscal measures of the federal government, at least the German consumers, as one group of the strongest consumers of green products in Europe, are making optimistic assessments of their own situations. Low unemployment with real wage and salary increases and only slight rises in the cost of living are ensuring a great willingness for high expenditure and consumption. Particularly compared with other EU member states, the Germans' propensity to buy may be rated as stable on a high level. According to experts, Germany remains "on the path into a golden decade" in spite of slight weaknesses.

### **The Plant Sector Was Characterised by Exceptional Weather**

After a mild start to 2018, a late-winter March was followed by an extremely warm April with mid-summer temperatures. In April, the temperatures in Germany were already around five degrees Celsius above the long-term average. 1.5 times more sunshine than normal was registered. The around 40 litres of rain per square metre which did fall was hardly 70 percent of the quantity of rain otherwise customary for this month. This was seamlessly followed by an exceptionally long phase with above-average temperatures until the end of July and passed into an extreme heat wave, associated with a distinct drought right into the late summer. Other parts of Europe such as the British Isles and the countries from Scandinavia to Greece were also characterised by really hot and dry conditions. As far as the weather was concerned, the spring of 2018 was cancelled. This inevitably had a considerable influence on the garden market and was characteristic of the first half of 2018.

### **Climatic Vagaries and Their Effects on the Business in the Green Sector**

After "frozen" business in the spring, the business with bedding and balcony plants took place in a

concentrated form in April and May. The sudden onrush became a major challenge for the companies and the logistics in the value added chain. The demand was very compact between Easter and the middle of May. Supply bottlenecks occurred occasionally and were reflected in the prices too. Precisely in the case of pot roses, greater supply bottlenecks were established at the wholesale markets at times.

In the operative business, it was not easy to organise the lack of the early spring season and the immense backlog as from April. It was a difficult season in which there were great demands on the wholesalers as service providers between the producers and the retail trade. Wholesalers with good market knowledge and reliable, loyal supply connections were able to distinguish themselves here and to show what they can achieve.

Extreme summers with absolutely distinct heat and drought periods, in combination or alternation with heavy rainfall events and floods, are phenomena which will always have to be taken into account in the future. All the participants in the horticultural sector will have to adapt to this and to find solutions: not only on the production level but also on the product range and trading levels. The "drought of the century" in 2018 may accelerate the structural change in German horticulture even further.

### **The Weather Determines the Sales of the Big Marketers**

The influence of the weather can be clearly read off the turnovers of the big marketers. For example, Landgard, as one of the biggest marketers of flowers and plants in Germany, is reporting that a turnover plus of around twelve percent at the beginning of the year was followed by turnover minuses of around six and ten percent in February and March respectively. In April, it was possible to compensate for these once again with a 21-percent plus.

Similar statements can be heard from Veiling Rhein-Maas too. Here, the strong April 2018 supplied an approx. 60-percent rise in the quantity of pot plants compared with the previous year. In total, Veiling Rhein-Maas was able to achieve a 1.9-percent increase in turnover in the first half of 2018 compared with the previous year. The records set in 2017 were thus surpassed once more. Moreover, the Royal FloraHolland auction house is reporting a good first half of 2018 which is on the same level as in the previous year.

### **Mother's Day Indirectly Good**

Traditionally, certain festive days are particular sources of turnover for the trade. On Mother's Day in 2018 too, the gift buyers focused on flowers once again. However, because of the bridging day on the Friday before Mother's Day, many people used the weekend for a short holiday. Thus, the turnover on Mother's Day itself in 2018 lagged behind the florists' expectations in part. However, the days before and after Mother's Day were frequented to a greater extent. For this reason, it was possible to rate the total turnover around Mother's Day as very good. It can only be guessed whether this was due to the advertising campaigns such as the initiatives entitled "Flowers - 1,000 Good Reasons!" or "Naturally Beautiful Moments" or those launched by the Holland Flower Office.

### **Slight Price Rises**

The Federal Statistical Office (Destatis in Wiesbaden) regularly publishes price indices for the agriculture and forestry sectors. In the spring of 2018, it was possible to establish slightly rising prices for plant cultivation products (reference year 2010 = 100). For example, pot plants achieved an index of 112.2 in April 2018,

corresponding to a 2.7-percent plus in comparison with the previous year. According to marketers of flowers and plants, the prices of high-quality plants were once more extremely high particularly at the end of the season. Otherwise, the 2018 season has pleasingly been characterised by stable prices.

A market survey in Thuringia indicates that it was possible to slightly raise the price level in the bedding and balcony plant business. On average, eight cents more was taken per plant. In the case of cultures produced in small quantities, the trade was, in part, able to implement substantial markups of 20 to 30 cents per plant compared with the previous year.

With an index of 99.2, tree nursery products were also approx. 6.3 percent above the level in the previous year. Only cut flowers achieved lower prices than in the previous year. With an index von 114.3, this value is nevertheless higher than in 2010. However, in June, the Dutch marketer Plantion surprisingly reported that stable prices were being paid in spite of high temperatures which usually exert negative effects on the pricing of cut flowers. This phenomenon is explained, amongst other reasons, by a new trend towards summer bouquets of flowers (demand) and, at times, by a reduced supply from Africa where fewer exportable goods could be offered because of lower temperatures and high precipitation. Thus, the average price of roses in June 2018 was almost 30 percent higher than in June 2017. The average prices of the top-15 cut flowers were 22 percent higher than in the previous year and yielded a 10-percent increase in turnover.

The economic survey regularly conducted by the Association of the German Flower Wholesale and Import Trade (BGI) also describes stable to rising prices in the wholesale trade in pot plants and cut flowers in 2018.

Dr. Marianne Altmann

Andreas Löbke

CO CONCEPT on behalf of Messe Essen on the occasion of IPM ESSEN 2019

Sources:

Interviews with experts as well as EUROSTAT, AMI, BGI, BBH, GfK, VGB, TASPO, IVG, Gabot

21.11.2018

The Climate Influences the Turnover in the International Green Sector

Market Data for the European and International Trade

### **Market Data for the European and International Trade**

Exciting times lie ahead of the international green sector. For example, the turnover in the green sector has been characterised by the exceptional weather in 2018 to a decisive extent. Moreover, there are new players on the market. In order to compensate for turnover losses in existing markets, the companies are also trying to expand their business in promising regions even further.

The heat and the drought in the summer of 2018 took their toll on the European trade. For example, the Dutch Association of the Wholesale Traders in Ornamental Plant Products (VDG) is reporting that the hot summer has really burned the Dutch exports. In the case of cut flowers, the Dutch organisation was thus unable to report positive export developments in any of its top-ten sales countries. The hot temperatures had disturbed the normal purchasing and selling routines. Retailers were considerably more reserved in placing orders in the risky summer months. Even in the sum for the first half of the year, only Poland and Russia amongst the top ten had positive export developments with regard to the cut flowers. In contrast, pot plant exports increased amongst the top-ten destination countries of the Netherlands, with the exception of Great Britain and Sweden. The fact that the export value of the Netherlands in 2018 is on the same record level as in 2017 is explained by the circumstance that the minus with cut flowers is less than the growth with the house and garden plants.

### **Traditional Paths Are Being Left**

It is interesting that the exporters have undertaken great endeavours in an attempt to find other markets outside the core destination countries (the top-ten sales markets make up 80 percent of the export value). These efforts were successful. For example, the value of the exports to the top ten declined by one percent but the four-percent growth in other countries was able to compensate for this.

Dutch experts are certain that the difficulties in the plant exports to the traditional destination countries will increase and can only be compensated for by switching to new, emerging markets like those in Asia and the Middle East. Precisely in destination countries outside Europe, there are special budgets for flower decorations at large-scale events which are still permitting growth.

The first unambiguous tendencies are already emerging: While Great Britain was the only sales market amongst the top ten to decline for the Dutch exporters in 2017, this development already applies to five more countries in the top-ten sales markets in 2018. In this respect, it is unaccustomed and alarming that, amongst these sales markets, three of the five most important export countries (Germany, Great Britain and Italy) are affected. The business is stagnating in France - also one of the five biggest destination countries. There are no concrete indications of the causes of the decline in the top-five sales markets.

In particular, the dwindling economic power in Russia and the associated declines in Russia's demand as well

as the further drop in the demand in Great Britain due to Brexit are being rated as centrally decisive for the future. The British market is under considerable pressure because of the low exchange rate of the British pound.

In 2019, this will constitute a challenge which will affect not only the Netherlands as the hub for the international trade in flowers and plants in Europe.

### **Potential in the East**

A lot of people see promising sales markets in Poland and Eastern Europe. Poland has around 38 million inhabitants, the economic growth is approx. four percent, the unemployment rate is around five percent and the wage level is rising. The key economic data is sending positive signals although the Poles' per-capita expenditure on plants is still well below that in a few Western European countries. According to the Polish Garden Centre Association, the consumers' mentality has changed from predominant price orientation to quality orientation in recent years. That is offering potential which is being confirmed from the viewpoint of the Dutch wholesalers too. From their experience, Eastern Europeans may generally be characterised as flower lovers who are finding it increasingly easy to gain access to flowers not only because the retail chains are extending their branches but also because the incomes are rising; a market on the up.

### **Japan as a Prospective Customer**

It remains to be seen to what extent the Japan-EU Free Trade Agreement (JEFTA) newly concluded between the EU states and Japan will have a positive influence on the sales of horticultural products. According to initial model calculations, the distinct intensification of the trade relationship and increases in the fields of agriculture and food are to be expected when the agreement comes into force in 2019. However, it is basically the European pork and poultry sectors and not so much the horticultural products which will profit from the doubling of the agricultural exports.

### **Turkey Consolidates Its Position**

Turkey's aspirations in wanting to perform a hub function for flowers and plants between the EU and the Middle East and Asia seem to becoming even stronger in 2018 and 2019 too. For example, the Turkish Ornamental Plant Growers Association (SÜSBİR) became a member of the European Nurserystock Association (ENA) in 2018 in order to be able to follow all the EU regulations in the plant sector in a better way and to adapt to European production standards.

The objective is still to extend the foreign trade volume of flowers and plants from US\$ 190 million at present to over US\$ 500 million by 2023. Sooner or later, Turkey could become an interesting trading partner.



Dr. Marianne Altmann

Andreas Löbke

CO CONCEPT on behalf of Messe Essen on the occasion of IPM ESSEN 2019

Sources:

Interviews with experts as well as EUROSTAT, AMI, BGI, BBH, GfK, VGB, TASPO, IVG, Gabot

21.11.2018

The Green Sector is Characterised by These Currents

The Challenges Include the Weather and the Wish for Regionality

### **The Challenges Include the Weather and the Wish for Regionality**

The consumers are keen on "Green Products" and gardens. Not for nothing is the Horticulture and Landscaping Association reporting a veritable boom with regard not only to private gardens but also to public and semi-public orders in a magnitude which has never existed before. The order situation and planning reliability of the businesses are being rated as good to outstanding. Here is a brief overview of the tendencies in the green sector.

### **Plants as an Important Factor for the Urban Climate**

How important trees and plants are for the urban climate has been shown in the summer of 2018. Many consumers were aware of their functions and significance as shadow providers, fine dust filters and cooling in microspaces. To this extent, it is consistent and correct that the federal government is making a total of Euro 50 million available for creating green spaces in cities and improving the urban climate in an enduring way within the framework of the urban development promotion programme entitled "Future of Green Spaces in Cities". A measure which is certainly sensible in view of the diesel and fine dust problems in the cities. The discussion about the climate tree is more topical than ever. Retail gardeners are reporting that end consumers have increasingly asked about heat-tolerant plants and varieties in the summer of 2018. Sedums, grasses and Mediterranean herbs were in greater demand and will probably be popular in 2019 also because of the experience this year. Moreover, the consumers ensured a substantially greater demand for heat-tolerant dipladenias in 2018 than in the previous year.

### **The Media and New Concepts Are Fuelling the Interest of the Consumers**

Wholesalers and retailers are reporting that flowers and plants as well as gardens in general are trendier once again. This trend is being positively strengthened by the media because they are keeping it present in an ever more attention-grabbing form using different TV formats. Precisely lifestyle formats like cooking programmes are making, above all, younger generations more interested in fresh vegetables and herbs. Moreover, the fact that toom opened a popup store called "Urban Green Products by toom" in the city centre in Cologne in the spring of 2018 gives a hint of the potential of and demand for "Green Products". On an area of around 200 square metres, toom is taking up the subject of "Urban Gardening" and, in a compact form, is offering everything for the green feel-good oasis in the city, including inspiring workshops.

### **Warm Temperatures Ensured That Businesses Were Sold Out at an Early Stage**

By the start of June, almost all gardens and balconies had already been planted and many producers were sold out at a surprisingly early stage. The market participants rated the sales via specialised flower shops, garden centres and retail nurseries as good. There was once again a demand, above all, for everything that

blossomed or bore fruit. In 2018 too, it was once more shown that impulse goods are becoming ever more important in the sales and ever more popular amongst the consumers. According to Veiling Rhein-Maas, finished-decorated arrangements of all kinds such as hanging pots and planting bowls are profiting in the sales. Moreover, finished bouquets are becoming ever more popular, as is being reported by the wholesale flower markets. The general desire for flowers and plants is also being reflected in the fundamental demand for all plants - there seem to be no losers or winners in the case of bedding and balcony plants in 2018.

### **Consumers Are Increasingly Buying High-Quality Products**

It is conspicuous that the trend towards high-quality products has strengthened in 2018 too. In the retail trade, there was a particular demand for larger and high-quality plants as a distinction from the mass market. German wholesalers and the Dutch marketing company Plantion are also reporting that house plants (particularly green plants) are increasingly coming into fashion once again. The positive development in recent years with regard to shrubs within the market segment of the garden plants continued in 2018 too. As far as shrubs were concerned, outstanding demand was established in the post-season of the bedding and balcony plants.

### **Renaissance of Flower Gifts**

According to the statements made by the specialised retail gardeners, flowers and plants as gifts are once again becoming ever more popular amongst the various consumer types. This observation is also confirmed by surveys conducted by Royal FloraHolland via its in-house market research for Germany. Within the framework of a consumer tracker with which around 700 varying consumers in Germany are asked about their flower and plant purchasing every week, it emerged that flower gifts have once again been able to become more attractive in the last four years. According to Royal FloraHolland, the proportion of the bouquets of flowers in the price segment over Euro 20 which were bought in the specialised flower shops has risen by nine percent in Germany in the last four years. Moreover, the proportion of younger consumers who are once again buying flowers and plants is happily tending to increase in Germany.

It is doubtful whether that is really the case and the sector can lean back and relax. However, it is definite that the campaigns for promoting the sales of flowers and plants in Germany in recent years are exerting a certain effect and are gradually counteracting young people's formerly established lack of interest in flowers and plants.

### **"Nibbles Garden" Trend**

The hype about cultivating and harvesting your own vegetable plants is unbridled. In 2018, growth was felt once more. In the case of tomato plants alone, it was occasionally possible to observe quantity developments of up to 50 percent plus compared with the previous year at German wholesale markets.

In 2018, Landgard and private wholesalers also identified the ranges of snack vegetables (tomatoes, chillies, southern vegetables and capsicums), herbs (thyme, rosemary and oregano) and fruit nibbles (miniberry bushes and snack strawberries) as an absolute trend subject. To an increasing extent, the consumers are accepting, in particular, products which bear fruit when on sale. Here, the trade is demanding support not only in the form of quantity increases but also using individual concept themes relating to all aspects of the subject of nibbles gardens. Correspondingly, it is being established that the producers are occasionally changing their production from ornamental plants to crop plants.

## **Diversity Creates Demand**

In recent years, it has increasingly been possible to observe that the product range diversity has decreased in favour of mass-produced articles. However, the Viermarschlanden example shows that the demand of the consumers can be influenced positively by a wider product range diversity: There, many rose producers have changed over parts of their production in 2018 because of restrictions in plant protection and are once again offering traditional summer flowers. This is leading to a substantially wider diversity which, in turn, is making the florists change their minds. They are working with goods which are suddenly available on the regional market once again and are deliberately utilising these for differentiation purposes. Florists and retail gardeners are reporting that consumers had once again discovered these cut flowers for themselves as new products.

## **Regionality, Sustainability and Certification**

The wish for regionally and sustainably produced flowers and plants is increasing even further. After Aldi had already announced in December 2017 that it wanted to sell a greater number of sustainably certified flowers and plants, Lidl wants to offer exclusively flowers and plants from verifiably sustainable production by the end of 2019. All the worldwide producers of flowers and plants which want to supply them to Lidl must imperatively be certified according to GlobalGAP or a comparable standard. Already today, around 85 percent of the flowers and plants at the discounter are said to be correspondingly certified. Both companies see the implementation of this demand as a commitment to an all-encompassing sustainability strategy and want to portray the origins of the products to the consumers in an even more transparent form in the future.

The demands made by Aldi and Lidl are a message to the sector which will certainly find many copycats in the system trade and will indirectly promote the subject of regionality in the trade even further.

## **Stationary Trade as a Shopping and Meeting Place**

In search of possibilities for selling flowers and plants, there are ever more discussions about sales via the Internet. In this connection, the classic retail trade is often described as no longer up to date and as dead. The most recent turnover forecasts made by the German Retail Association show that this is not the case. It is forecasting that the retail trade will grow by two percent in 2018 with an approximately constant sales area. That will mean a growth plus for the ninth year in succession.

70 percent even of the young German consumers (19 to 25 years old) make purchases in the stationary trade because they would like to look at, experience and try out the products. Furthermore, they enjoy having a good time while shopping and see this as a leisure activity. In the meantime, ever more traders correspondingly see online shops merely as a possible supplement to their own stationary retail trade. They are certain that e-commerce will grow even further but, depending on the category, the growth will reach its limits really soon. Market saturation is already expected to commence in 2021. According to estimations, the proportion of e-commerce will, in total, be 15 percent of the retail trade turnover in 2025. According to the market research institute called the Consumer Research Association (GfK), it is approx. nine percent today.

In the stationary trade, it can already be observed that many businesses are concentrating on their actual strengths and are continuing to invest in advice and proximity to the customer. The stationary business is increasingly being oriented as a shopping and meeting place for events and experiences. "Experiences per m<sup>2</sup>" is the new philosophy for success with which the stationary trade wants to score points. All the other sales

subjects such as regional plants, "Urban Gardening", "Smart Gardening", "Outdoor Living" etc. are then subordinate to this philosophy.

Dr. Marianne Altmann

Andreas Löbke

CO CONCEPT on behalf of Messe Essen on the occasion of IPM ESSEN 2019

Sources:

Interviews with experts as well as EUROSTAT, AMI, BGI, BBH, GfK, VGB, TASPO, IVG, Gabot

13.11.2018

IPM Partner Country Belgium Gives Messe Essen a Tilia platyphyllos 'Zelzate' as a Gift

Belgian Tree Nursery Goods Are Popular Export Products

### **Belgian Tree Nursery Goods Are Popular Export Products**

Belgium will be the partner country of the world's leading fair for horticulture IPM ESSEN in 2019. As is well-known, the partnership was put under the motto 'Rooted in Craftsmanship Together'. The words have now been followed by deeds within the framework of a tree planting event. Since November 12, a summer linden has decorated the Messe Essen site. The tree has found its place in front of the new East Fair Building on the side towards Norbertstrasse.

Together with Oliver P. Kuhrt, CEO of Messe Essen, and Helmut Rüska, Vice-President of the North Rhine-Westphalia State Horticultural Association, the guests who had travelled from Belgium (i.e. Koen Vanswijgenhoven, Regional Manager for Germany of the Flanders' Agricultural Marketing Board (VLAM) in Brussels, Pieter Van Oost, Managing Director of the Belgian Nurserymen and Growers Federation (AVBS), and Lucien Verschoren, Chairman of the AVBS Specialist Group on the Tree Nursery Sector) took hold of spades in order to plant a 2.20-metre-high Tilia platyphyllos 'Zelzate' (summer linden) on the Messe Essen site. A specially produced plaque with the inscription "Tilia platyphyllos 'Zelzate' - Gift from Belgium - Partner Country of IPM 2019" was placed in commemoration of this special moment.

"We are pleased to have an enduring monument to our commitment as the partner country of IPM ESSEN 2019 by planting the 'Zelzate'. We are all the more pleased about that because we can also make a small but valuable contribution to climate protection with this event," according to Koen Vanswijgenhoven. The summer linden has a permanently compact crown with an oval to pyramidal shape and is characterised by tightly closed foliage coverage. The dark-green leaves are almost round and have diameters from six to twelve centimetres. They are slightly hairy on the underside. Hanging yellow panicles form in June and July and round fruits with delicate hairs emerge from these later on. This extremely disease-resistant Tilia grows up to a height of twelve to fifteen metres and a width of four to five metres in the crown. The foot of the tree is decorated by ten hydrangeas which are called Hydrangea paniculata 'Bobo' and exhibit white, subsequently delicately pink-coloured panicles from July to September.

"Belgium is one of the most important exhibitor nations at IPM ESSEN and has been involved since the first edition. We are connected by a long partnership. We would like to express our sincere gratitude for this unique gift which we see as a living symbol of our trusting cooperation. We are eagerly awaiting the next world's leading fair for horticulture," said Oliver P. Kuhrt.

### **Tree Nursery Sector in Belgium**

The summer linden in Essen is being planted as a representative of the entire Belgian tree nursery sector which constitutes an important branch of the green sector in the kingdom. Tree nursery products worth all of Euro 104 million have been exported in the past year. Thus, Belgium is one of the top-five European exporters.

Around 870 tree nurseries are located in Belgium and produce their plants on an area of 5,300 hectares. 80 percent of this area is accounted for by ornamental trees and shrubs. Nearly one third of the tree nursery products are exported. Thanks to the short delivery routes, Germany is in fourth place amongst the most important purchasers of Belgian tree nursery products behind France, Great Britain and the Netherlands.

## **About IPM ESSEN**

IPM ESSEN is the world's leading fair for horticulture and will congregate the entire international green sector at Messe Essen from January 22 to 25, 2019. The trade fair is regarded as a platform for innovations and trends along the entire value added chain. Around 1,600 exhibitors from around 50 countries will show their products and services in the Plants, Technology, Floristry and Garden Features areas.

15.10.2018

Belgium is the Partner Country of IPM ESSEN 2019

Black-Yellow-and-Red Fair Programme Planned

### **Black-Yellow-and-Red Fair Programme Planned**

From January 22 to 25, 2019, the honourable role as the partner country of the world's leading fair for the green sector will be bestowed on Belgium as an important exhibitor nation at IPM ESSEN. The countries Germany and Belgium are united with each other not only by the similarity of both flags. The European neighbours also look back on a long horticultural tradition. The expertise which connects both partner countries with each other will be emphasised under the motto "Rooted in Craftsmanship Together". In addition to the Opening Event and the Exhibitors Evening, the Belgians will provide particular highlights on the fair stage in Essen with numerous black-yellow-and-red activities.

When IPM ESSEN started in 1982, Belgian exhibitors (the first from outside Germany) set out for Essen with a small but fine team. Since then, the sectoral meeting place has grown permanently and, with it, also the number of Belgian exhibitors who have long since recognised the significance of the world's leading fair as an important presentation platform.

Oliver P. Kuhrt, CEO of Messe Essen: "We are very proud of having won over Belgium as the partner country of IPM ESSEN 2019. Belgian horticulture is very efficient. Around 70 exhibitors will show their innovations and trends. We would like to give them the attention which they deserve. And what better place for this than IPM ESSEN where the entire worldwide horticultural sector meets up every year?"

Koen Vanswijgenhoven, Regional Manager for Germany of the Flanders' Agricultural Marketing Board (VLAM), is also convinced about the cooperation and sees in it the chance to consolidate the horticultural relationship between Belgium and Germany even further: "Belgium has put its role as the partner country of IPM ESSEN 2019 under the motto 'Rooted in Craftsmanship Together'. Let's use the top-class stage in Essen in order to live this slogan and to strengthen the roots of our friendly and partnership-based togetherness."

### **Belgium as the Export Frontrunner**

Not only VLAM but also the Belgian Nurserymen and Growers Federation (AVBS) are behind the partner country cooperation. At IPM ESSEN 2019, the Belgian ornamental plant exhibitors will present themselves with a large joint booth in Hall 2. The azalea will play a prominent role in this respect. In this field, Belgium is the frontrunner worldwide: 80 percent of the European azalea production originates from Flanders. 30 million units of this speciality are exported every year. In 2010, the "Gentse Azalea" (Ghent Azalea) was also the first European ornamental plant product to receive the PGI (Protected Geographical Indication) label.

Belgium shows its particular eagerness to export also as far as the tree nursery products are concerned. The tree nurseries will be represented in the new Halls 6 and 8. New buxus varieties which are resistant to the *Cylindrocladium* fungus will be introduced in an Info Event. In addition, the "Proefcentrum voor Sierteelt" (PCS



- Ornamental Plant Research) will report on new findings with regard to combatting the box tree moth.

## **Horticulture Forum, Receptions and Booth Activities**

And attention traditionally focuses on the partner country in the International Horticulture Forum too. In 2019, Belgium will take up the subject of "Sustainability in the Horticulture of the Future". The speakers will include high-ranking experts from the "Ornamental Plant Cultivation Technopool" which the two Belgian research institutes PCS and the "Instituut voor Landbouw-, Visserij- en Voedingsonderzoek" (ILVO - Research Institute for Agriculture, Fisheries and Food) founded together with the Ghent University and the University College Ghent.

Moreover, various international receptions are planned and, for example, the European Nurserystock Association (ENA) will visit the booth of the Belgians on these occasions.

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01.10.2018

IPM DUBAI / WOP DUBAI 2018: The Largest Horticultural Fair in the Gulf Region Goes to the Starting Line from October 1 to 3

Products "Made in Germany" and Top-Class Floristry Programme

IPM DUBAI is the only fair within the Gulf region to unite the exhibition areas called Plants, Technology, Floristry, Garden Features, Logistics, Plant Maintenance as well as Garden and Landscaping and thus forms the most significant sectoral platform for the green sector in the region. From October 1 to 3, 2018, exhibitors from 16 countries are presenting their products and services to international decision takers in Hall 1 at the Dubai World Trade Center. In parallel, the range on offer is being supplemented by WOP DUBAI as the trade fair for fresh goods.

National participation booths, amongst others, from China, Egypt, Germany, Sri Lanka and the United Arab Emirates are highlighting the international status of IPM DUBAI. In particular, Germany is being strongly represented again: With the support of the Federal Ministry of Food and Agriculture, ten companies from the Federal Republic are showing horticultural products with the "Made in Germany" seal of quality on a joint booth. In this way, new market chances are being opened up to German companies.

The Orient Meets the Occident

The top-class supporting programme is offering a good opportunity for the exchange of specialist ideas and is rounding off the experience at the fair: Under the motto of "The Orient Meets the Occident", the Trade Association of German Florists - Federal Association is presenting European floral design combined with Arab lifestyle in its most beautiful form. The new workshop format is focusing on the subject of bridal bouquets and is inviting the visitors to experience the newest trends in wedding floristry in situ.

Exploit Synergetic Effects: IPM DUBAI and WOP DUBAI in Parallel

IPM DUBAI is being flanked by the just as successful WOP DUBAI, the leading trade fair for fresh goods in the Middle East. Both events are profiting from the growing need for horticultural products and fresh and high-quality food in the region and are supplementing each other in a sensible way. They are resulting in valuable synergetic effects for visitors. Together, the two fairs are the ideal foretaste of Expo Dubai 2020 world exhibition which is already casting its shadow with large-scale construction projects - the construction of new parks and hotels is offering new chances to all the participants.

26.06.2018

Final Report: Hortifloorexpo IPM Beijing 2018 Registers Substantial Pluses with Regard to the Area, the Exhibitors and the Visitors

### Interest in Horticultural Products Grows Even Further in China

Success all along the line: Hortifloorexpo IPM Beijing 2018 ended with excellent values. It was possible to significantly raise not only the occupied exhibition area but also the numbers of exhibitors and visitors. The joint event organised by Messe Essen, the China Flower Association and China Great Wall International was thus able to impressively emphasise its position as the most important horticultural fair in China. Top marks were given to the multifaceted supporting programme which ranged from floristry shows to discussion forums.

From May 10 to 12, 2018, a total of 35,196 trade visitors from 46 countries came into the New China International Exhibition Center. On 40,000 square metres, 796 exhibitors presented the newest plant breeds, innovative horticultural technology as well as floristry requisites and garden features.

On the occasion of the last edition of Hortifloorexpo IPM Beijing in 2016, there were still 28,900 trade visitors and 679 exhibitors on an area of 31,000 square metres. That means a visitor plus of 21.8 percent, a 17.2-percent rise in the number of exhibitors and an area enlarged by 29 percent.

"We were once more able to achieve excellent results. Horticultural products are more popular than ever in China. The demand is being boosted not only by the government's environmental projects but also by the lifestyles of many Chinese people in whose everyday lives flowers and plants are playing an ever more important role. We are completely satisfied with the course of the event," Oliver P. Kuhrt, CEO of Messe Essen, was pleased. The survey results also speak for themselves: 95 percent of the visitors were satisfied with the results of their visits to the fair; in the case of the exhibitors, this figure was 86 percent.

### High International Participation

Hortifloorexpo IPM Beijing 2018 counted exhibitors from 30 countries in total. The substantial rise in the number of foreign companies clearly emphasised the significance of the Chinese market. 215 exhibitors arrived from outside China - in 2016, there were still 189. The Netherlands, Ecuador, Colombia and Taiwan presented themselves on official national booths. Visitors found products "Made in Germany" on the German joint booth which the Federal Ministry of Food and Agriculture supported financially again. 14 companies from German horticulture participated in the booth. Furthermore, the highlights on the booth included floristry demonstrations by top German floral designers.

### Multifaceted Supporting Programme Went Down Well

The supporting programme was praised by visitors and exhibitors alike. Numerous presentations and forums invited the guests to hold discussions, exchange experience and transfer knowledge. Attention focused on subjects such as the latest floristry trends, vertical greenery in cities, developments in plant protection, new paths in plant marketing or the garden design of the future.

## Make a Note of the Dates

The next Hortifloorexpo IPM will take place in Shanghai from April 20 to 22, 2019. According to the regular cycle, China's most important horticultural fair will then go to the starting line in Peking in May 2020.

19.06.2018

## IPM Discovery Centre Replaces hortivation by IPM ESSEN

POS Experience World for the Green Sector Once More Under the Creative Direction of the Trend Watcher Romeo Sommers

On the occasion of IPM ESSEN 2018, hortivation started in Fair Hall 13. In the POS experience world for the green sector, the specialised trade will, next year too, find the latest trends, the newest sales concepts and practical recommendations for action about how the sales of flowers and plants can be consolidated. Then, however, no longer under the "hortivation by IPM ESSEN" name but instead under the "IPM Discovery Centre" title. The cooperation with the Dutch green stylist and trend watcher Romeo Sommers will be continued.

After the first event in Kalkar in 2016, the fair management had already decided in favour of docking hortivation on to IPM ESSEN. The decisive factor was the unanimous tenor in the sector: Not only would all the market leaders and decision takers be represented at the world's leading fair which would score points due to its high internationality but precisely the proximity between production and trading would also result in new chances for the horticultural industry. In 2018, hortivation was then successfully staged as a part of IPM ESSEN for the first time.

"The original concept of showing whole strong-selling shop situations and not individual products has proven its worth and will be continued. The new naming is an expression of the attachment to the world's leading fair, IPM ESSEN. 'Discovery' stands not only for discovery but also for recognition. Visitors will become pioneers in their own sector and will learn new things about trends as well as about customers' purchasing behaviour and needs. At the same time, the objective was to emphasise that this will be a concrete place where the trade visitor will find all that prepared in a compact and comprehensible form. The 'IPM Discovery Centre' name and the associated 'Explore Your Industry!' slogan circumscribe the idea in a very appropriate way," according to Oliver P. Kuhrt.

"The IPM Discovery Centre will give the green sector an attention-grabbing stage and will be understood as a pioneering trend show for the entire industry. Here, not only garden centre operators but also breeders and traders will find out how they can reach their customers in an even better way. The green sector has a common objective: to consolidate the sales of green products. On the exhibitor side, the IPM Discovery Centre will bring together all the participants along the entire value added chain: from producers of living green products via manufacturers of hardware and garden accessories right up to suppliers of horticultural engineering whose technologies are just as relevant to the end consumer. However, other sectors from which we can learn will always be welcome too. We would like to pass on the idea that this will only work as a community. We will give this community a home with the IPM Discovery Centre. I am very pleased that I will be allowed to be active as the Creative Director again," commented Romeo Sommers.

## Exhibitors Become Heroes

Romeo Sommers will act as the creative curator of the IPM Discovery Centre. The green stylist and trend watcher will incorporate the products of the participating exhibitors into POS concepts. All the people taking part in the trend show will become heroes in their sector and will receive special identification. "We would like to show particular esteem to the participating exhibitors by providing them with the 'IPM Discovery Centre Hero' label. They will stand out from the masses in this way. Ultimately, nothing else matters at the POS:

Anybody who stands out will gain more attention," continued Sommers. Any interested people can register from now on.

Further information and registration documents at: <https://www.ipm-essen.de/world-trade-fair/programme/ipm-discovery-center/>

04.05.2018

New Record: Hortifloorexpo IPM Beijing 2018 Starts with Exhibitor Plus

Most Important Horticultural Fair in China Offers Informative Accompanying Programme

According to the regular cycle, Hortifloorexpo IPM China will go to the starting line in Peking from May 10 to 12, 2018. China's most important horticultural fair has developed magnificently: While there were still nearly 680 exhibitors in 2016, over 800 exhibitors from more than 30 countries will show their innovative products in the Plants, Technology, Garden Features and Floristry areas this year. Furthermore, a first-class supporting programme will lure the trade visitors into the new China International Exhibition Center.

Never before has Hortifloorexpo IPM Beijing been able to greet as many new exhibiting companies as in 2018. The demand for living greenery is rising in China. The sector is booming. On the one hand, the government has instigated numerous environmental protection projects. On the other hand, flowers and plants are developing into lifestyle products in the population. For the coming event which Messe Essen is organising together with China's most important horticultural association (China Flower Association) and China Great Wall International Exhibition Co., Ltd., all the signs are therefore on green.

Furthermore, Hortifloorexpo IPM China is receiving a lot of acclaim from the official side, too. Germany, the Netherlands, Colombia and Ecuador will present their portfolios on state-promoted joint booths.

Informative Forums Invite Visitors to Exchange Knowledge

Visitors will obtain input, inspiration and value added at the numerous accompanying information forums all around the fair. In China, cities should become greener in order to counteract the air pollution. At the same time, the people are yearning for tranquillity and relaxation oases.

On precisely these subjects, the first-class supporting programme will offer the visitors new findings on May 11. One example which may be cited is a forum which will focus on the subject of "Vertical Gardening" as an answer to urban greenery in densely populated areas. Another forum will discuss sales concepts with which the trade can meet the customers' needs in a tailor-made way and thus raise the turnover.

Floristry on the highest level will be guaranteed in the China Flower Design Competition. For the fifth time already, top international florists will compete against each other. The winner will be announced on the last day of the fair.

Further information at: <https://www.ipm-essen.de/weltleitmesse/ipm-worldwide/hortifloorexpo-ipm/>





26.01.2018

"Outstandingly Positive Mood" at the World's Leading Fair for Horticulture, IPM ESSEN 2018

Attention Focused on Sales Concepts Oriented to Consumers and Trends

### **Attention Focused on Sales Concepts Oriented to Consumers and Trends**

From January 23 to 26, IPM ESSEN was once more the top address for the international green sector. At Messe Essen, 1,564 exhibitors from 45 countries presented new products, strong sales concepts and innovative technology along the entire value added chain to the expert world. In this respect, the world's leading fair for horticulture was able to chalk up an increase in visitors from abroad and more decision takers. The highlights included the visit of Her Royal Highness Princess Benedikte of Denmark within the framework of the partner country presentation of our Scandinavian neighbour as well as the appearance of the fashion designer Michael Michalsky on the Landgard booth.

"We are more than satisfied with the course of the fair and, in this respect, are also speaking on behalf of our exhibitors and visitors. An outstandingly positive mood prevailed in all the halls," Oliver P. Kuhrt, CEO of Messe Essen, was pleased about the success of the event. The proportion of foreign visitors has risen from 36 percent to 38 percent. Furthermore, 71 percent of the guests at the fair have purchasing and procurement powers in their companies - with an increase of around two percent, an even better result than in the previous year. In total, over 54,000 visitors set out on the journey to Essen. "That is a top-class result. IPM ESSEN is the global number one of the green trade fairs," continued Kuhrt. The ordering activities were on a constantly high level in 2018: One third ordered goods for the coming season directly at the fair.

Eva Kähler-Theuerkauf, President of the North Rhine-Westphalia State Horticultural Association and Chairwoman of the Specialist Advisory Board for IPM, was also impressed: "If the horticultural year goes as positively as IPM ESSEN 2018, we will be very happy. The green sector is heading for new shores: The plant is no longer understood as a solitaire but instead much more as part of a modern living world."

### **Focus on Sales Concepts**

Not only the advancing digitalisation was the dominant subject at IPM ESSEN. This year, it was conspicuous that the exhibitors decorated their booths in a lavish form. The presentation followed clear POS concepts. The pure display of individual products was pushed into the background. One pioneering highlight here was the Trend Show in Hall 13 which was implemented at IPM ESSEN for the first time by the creative hands of the green stylist and trend watcher Romeo Sommers. Under the mottos of "Family Garden", "The New Gardener" and "Eat Your Greens", hortivation showed new trends and POS ideas with which garden centres will be able to address their customers successfully in the future. These also included a concept which caters for the customers' increased wishes for individualisation: Moreover, the popular items at the moment include easy-care house plants such as succulents which give the consumers a lot of pleasure but cause them only little work, air-cleaning green plants, systems for the simple and space-saving cultivation of vegetables, sustainably grown products and combinations of toys and mini plants which are intended to introduce children to environmental subjects in a playful way.

Romeo Sommers: "We were able to arouse the enthusiasm of very many visitors with the Trend Show and

have already received inquiries from exhibitors who want to participate next year - and that along the entire value added chain in horticulture which is represented at IPM ESSEN in a fully comprehensive form. The 'Family Garden' motto may thus be related to the green sector, too. We are only successful together. On the last four days, it has become very clear that the consumers are setting the pace. Together with the trade, producers must cater for the needs and lifestyles of our customers, surprise them and tread new paths in order to market green goods successfully. We have started precisely there and have given the garden centre operators helpful recommendations for action to take home with them. I am enthusiastic about the first-class way in which this offer was taken up." In addition, guided tours as well as first-rate lectures in the Speakers' Corner were offered on all the days of the fair.

### **Princess Benedikte Enchanted the Guests at the Fair**

Denmark was the partner country of IPM ESSEN in 2018. On the first day of the fair, H.R.H. Princess Benedikte spread royal glamour around the fair site in Essen. Within the framework of the opening ceremony, the sister of the Danish Queen Margrethe II delivered a welcoming address and unveiled the new Danish rose breed called "Ocean of Roses". Also during the subsequent tour, the high-ranking visitor had all the attention and liking on her side. "The Danish exhibitors are pleased about a fair which has been successful all round. We were able to show how efficient Danish horticulture is - not least because Denmark has created outstanding new breeds this year. The fact that we have presented ourselves as the partner country of IPM ESSEN has enticed a lot of interested visitors into Hall 14 in addition. In the truest sense of the word, our appearance at the fair was crowned by the visit of Her Royal Highness Princess Benedikte of Denmark," summarised Peter Larsen-Ledet, Managing Director of Floradania Marketing.

### **Fashion and Plants - A Trendy Duo**

On Thursday, the Berlin fashion designer Michael Michalsky ensured a full house on the Landgard fair booth at the start of the Flower Fashion Contest. Ten young fashion creators from the Fashion Design Institute in Düsseldorf presented for the first time at IPM ESSEN flowery fashion creations with which they competed against each other under the knowledgeable eyes of the star designer. The conclusion about the event: Flowers and plants constitute an absolute fashion trend and address an urban and young public.

### **IPM ESSEN was the Venue for Numerous Competitions and Marks of Distinction**

For the eleventh time, plant innovations were distinguished at IPM ESSEN. In total, 62 breeds put themselves forward as candidates for the "IPM Innovation 2018" prize. The *Salvia x hybrida* 'Mysty' by Florensis from Weeze was distinguished in the "Bedding and Balcony Plant" category. The *Kalanchoe Interspecific Hybride Queen®* ElseFlowers 'Dean' by Knud Jepsen from Denmark received the "IPM Innovation 2018" mark of distinction in the "Flowering House Plant" category. Another innovation by Knud Jepsen, i.e. the *Kalanchoe Interspecific Hybrid Queen®* CutFlowers 'Smiling Yellow Meadow', won in the "Cut Flowers" category. In the "Woody Plants" category, the Expert Commission decided in favour of the *Ilex x meserveae* 'Monnieves' by Helmers from Westerstede. In the "Shrubs" category, the jury chose the *Bergenia cordifolia* Hybride 'Snow Crystal' by Kientzler from Gensingen. The *Pericallis x Hybride* Senetti® white by MNP Flowers from the Netherlands won the race in the "Spring Flowering Plant" category. This year, the *Hydrangea macorphylla* 'Saxtabbar' by the Hydrangea Breeders Association from the Netherlands emerged as the special prize winner for product innovations.

Small sleeve - great effect. This is how the jury's decision in favour of the stacking sleeve for CC carts from Uwe Dominik for the INDEGA IPM Innovation Award 2018 can be summarised briefly and concisely. The sleeve for which a patent application has been made connects stacked CC carts with each other safely so that they can no longer fall down.

## **FDF: A Strong Appearance from Which the Sector is Profiting**

"World Champion floristry live on stage, spontaneous, quick action floristry during the Flower Battles and an exhibition area full of practical trend floristry and flowery inspirations for the successful marketing of flowers and plants in the specialised trade," Helmuth Prinz, President of the Trade Association of German Florists - Federal Association (FDF), summarised this year's IPM ESSEN. With innovative orientation and strong floristry concepts, the FDF World aroused the enthusiasm of the trade visitors from all over the world. FDF's appearance clearly concentrated not only on the digitalisation of the sector using the example of the online platform called Florismart but also on the introduction of committed young talents under the title of "Floral Project 3.0". "At IPM ESSEN 2018, FDF has presented itself as a future-oriented platform which is offering floral solutions and consumer-oriented marketing for florists. It was a much-used port of call for partners and guests as well as a meeting place for members and, with coherent floral concepts, has provided valuable stimuli for florists and the entire sector," continued Prinz.

"Cool Flowers for Cool People" was the title of this year's IPM Fair Cup. In the "Bouquet" category, Shin Yeonjung from the Myeon oh Floral Art business implemented this subject best of all. Brigitte Feldkamp from the Justus von Liebig College designed the best workpiece with regard to the "Decorative Pot Plants". Bärbel Grzenia from Blumen für Dich und Dich was distinguished for the best "Tub Planting". Christin Bosbach from Grützner Blumenkunst emerged as the overall winner.

## **Multifaceted and Informative Supporting Programme**

The supporting programme at IPM ESSEN 2018 was also just as varied as the fair itself. Experts from all over the world used the possibilities of obtaining information and further education and establishing new contacts. With a large number of events, the world's leading fair for horticulture offered value added which the visitors were happy to exploit.

Together with Prof. Dr. Ingo Froböse (sports scientist and health expert), Björn Freitag (television and star chef) was a guest at the future congress entitled "Horticulture and Landscaping Outlooks". Under the title of "Health as a Success Factor", the North Rhine-Westphalia Association for Horticulture, Landscaping and Sports Field Construction had invited visitors to this meeting.

The International Horticulture Forum also concentrated on Denmark as the partner country. "Germany & Denmark - Let's Go Green Together. Green Cities Improve the Quality of Life" was the title under which experts passed on their knowledge - including Stig Aagaard, Senior Advisor for Climate, Energy and Environment at the Danish Embassy in Berlin.

A first-rate information event with which IPM ESSEN 2018, in cooperation with the Federation of German Nurseries (BdB) and THE GREEN CITY foundation, once more offered a first-rate information event for nursery gardeners, landscape gardeners and decision takers from local authorities concentrated on the biological diversity in the private and public green areas of local authorities.

## **Set Date in the Calendar of Fairs**

The next IPM ESSEN will take place at **Messe Essen from January 22 to 25, 2019**. 95 percent of the

surveyed visitors recommended the fair and 92 percent already knew now that they wanted to come again next year. And 95 percent of the exhibitors intended to participate in the next world's leading fair for horticulture.

## **IPM ESSEN 2018: Figures in Detail**

There were 1,564 (in 2017: 1,577) exhibitors from 45 (45) nations and 63 (63) percent of these came from abroad. Also including the forecast for the last day of the fair, 40,000 registered trade visitors came to the fair (according to the Society for Voluntary Control of Fair and Exhibition Statistics - FKM). The comprehensive supporting programmes were visited not only by international participants but also, amongst others, by guests of honour, press representatives and influencers, representatives from local authorities and sponsors. The proportion of trade visitors was 97 (98) percent.

## **Exhibitors' Opinions**

### **Armin Hohlt, Managing Director of asiastyle:**

“We were able to record a high number of visitors to our stand and had the impression that the trade fair was even more international than in previous years. The topic of water is still very much in demand and therefore there was strong interest in our fountains, especially those with classic motifs. IPM ESSEN is very important to us because this is where we meet new landscapers and florists.”

### **Alexander Román, Director & Trade Commissioner North Europe, Procomer:**

“Three reasons are important to us when it comes to exhibiting at IPM ESSEN: here we can observe markets and trends, do business and show our presence. Nine firms from Costa Rica have exhibited together this year. There was great interest in our ornamental plants. We were particularly pleased that we were able to establish contacts in new markets such as Poland, Lebanon, Egypt and other Arab states.”

### **Ronald Lamers, Managing Director of SierteeltSales:**

“IPM ESSEN is an important platform for us to present ourselves and our solutions for the industry. Here we are reaching new and existing customers - we are particularly pleased about the large number of garden centres and DIY stores that have become aware of our products and services here. There has been strong demand for our wax amaryllis, organically grown herbs and miniature plants. Due to the high level of interest, we expect to do good business after the fair.”

### **Svend Kristiansen, Key Account Manager, Henningsen:**

“We are very satisfied with our positioning in the new Hall 9. The atmosphere at this IPM ESSEN has been extremely positive. The industry had a good last year and now all visitors want to continue in the same promising manner. Together with us, the trade visitors planned the next season and made advance arrangements for their Christmas trees. We had guests from all over the world at our stand: from China to Canada to Ireland.”

**Johann-Diedrich Bruns, Managing Director, Bruns Pflanzen:**

“IPM ESSEN 2018 is a very busy trade fair with a good atmosphere in the halls. There's a high level of intensity - and a lot going on! We welcomed many visitors to our stand and held some good discussions. One particularly striking aspect is the high level of internationality. We are pleased to see that the 'plant' product is being increasingly understood as a garden design object. We are very satisfied.”

**Sonja Dümmer, Marketing Manager, Dümmer Orange:**

“As always, IPM ESSEN was very successful for us. Once again this year we have welcomed many international visitors to our stand – and our feeling is that the level of internationality has increased significantly once again. The fair appeals to a broad target group from all over the world. The Wednesday proved to be particularly strong this year. A great idea has been added with hortivation, which among other things is an ideal addition to Hall 1A. Our conclusion: there is no need to worry at IPM ESSEN.”

**Dr Sinkó Zoltán, Commercial Director, PRENOR:**

“Our company has been taking part in IPM ESSEN for more than 20 years and we are very satisfied every year. The number of visitors to our stand increased again this year. For us, IPM ESSEN is the most important trade fair in the calendar because all of our customers come together here. As a result, we were once again able to hold many fruitful discussions at our stand. We'll be back next year!”

**Garry Grüber, Managing Partner, Cultivaris:**

“We are always amazed at how IPM ESSEN improves from year to year and how the degree of professionalism continues to increase. 2018 has been the highlight so far - a great trade fair! The number and quality of the visitors at our stand was great and we were able to hold many promising discussions. We were particularly pleased that one of our interspecific hydrangeas became the talk of the fair. This underlines the importance of trade fairs for us. We will be taking part again next year. It's the only way there is.”