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World's leading trade fair for horticulture:

Messe Essen postpones IPM ESSEN to 2023

IPM Summer Edition as additional two-day sector highlight in June 2022

IPM ESSEN, scheduled for 25 to 28 January 2022, cannot take place due to the currently difficult pandemic situation worldwide. In close consultation with the partner associations, Messe Essen will enable exhibitors who have already decided to take part to transfer their registration to IPM ESSEN 2023. The next world's leading trade fair for horticulture will take place from 24 to 27 January 2023. In addition, a two-day IPM Summer Edition on 13 and 14 June 2022 will offer a mix of showcase and networking meeting.

"While we have been working at full speed towards IPM ESSEN 2022, the situation of the Corona pandemic has worsened considerably in the last few days with regard to the planning and realisation. Despite all the anticipation for the most important platform of the green sector, the uncertainty among the exhibitors and visitors is presently significant. We are therefore giving all companies that have registered so far the opportunity to transfer their registration to the 2023 edition", Oliver P. Kuhrt, CEO of Messe Essen, explains the offer.

IPM Summer Edition in June 2022 as the annual highlight for the green sector

In order to nevertheless meet the urgent demand for a communication platform next year, the IPM Summer Edition on 13 and 14 June 2022 will give the green sector an opportunity for exchange. The centrepiece of the summer meeting place with event character is a showroom that presents innovative products both on site and on the World Wide Web. "The IPM Summer Edition will be held as a two-day showcase with a networking character. We want to give market participants the opportunity to meet and present innovations. Experience shows that the pandemic situation relaxes in the summer, so that this format can be realised in all probability. The IPM Summer Edition is not to be understood as a replacement for IPM ESSEN. The sector needs its usual date at the beginning of the year", Sabina Großkreuz, Head of Marketing at Messe Essen, gives a first outlook. Eva Kähler-Theuerkauf, Chairwoman of the Advisory Board and President of the North Rhine-Westphalia Horticultural Association, adds: "We are defying the pandemic and will see each other in June 2022 for the green industry



MESSE ESSEN GmbH
Messeplatz 1
45131 Essen | Germany

Presse-Kontakt | Press Contact
Luise Halfmann
Fon + 49.(0)201. 72 44-898
luise.halfmann@messe-essen.de

Presse-Fotoservice |
Press Photo Service
Rainer Schimm
Fon + 49.(0)201. 72 44-247
rainer.schimm@messe-essen.de

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

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get-together with the format of a Summer Edition! We cannot imagine another year without IPM ESSEN. Last year in particular made us sorely miss the knowledge transfer, the personal discussions, the networking and also the emotional connection. The mid-summer event is the new horticultural 'must-have' for our industry!"

Spontaneous reactions from the industry

Sebastian Heinje, an IPM exhibitor of many years' standing, is also in favour of the two-day IPM Summer Edition: "Messe Essen has made the right decision to postpone IPM ESSEN 2022 by one year. In addition, the IPM Summer Edition will also offer the industry a platform in 2022 to present its products and innovations. The date in summer is perfectly chosen – we as Diderk Heinje Pflanzenhandel will definitely be there." Encouragement also came from Deutsche CUXIN Marketing GmbH. Managing Director Magnus Hoveling: "We welcome the postponement of IPM ESSEN 2022 to January 2023. Against the background of the current Corona development, this decision was certainly without alternative. For us, participation in the IPM Showroom as part of the IPM Summer Edition in June represents an interesting opportunity: trendy, compact, very easy to implement and attention-grabbing thanks to the additional digital presentation."