



Essen, October 25, 2022

Welcome to Messe Essen!

Great Britain is the partner country of IPM ESSEN 2023

British horticulture will be the focus of the world's leading trade fair for four days

The official partner country of the coming IPM ESSEN is Great Britain. From 24 to 27 January 2023, the Kingdom will be the focus of the world's leading trade fair for horticulture. Companies from the exhibition sectors of plants, technology and equipment will come to Messe Essen to present themselves and their products "made in the UK" on a British pavilion. The International Horticultural Forum will provide insights into current developments in the green sector in Great Britain. The CHA - Commercial Horticultural Association will be in charge of the preparations and activities surrounding the partner country appearance, supported by the British Department for International Trade (DIT) and the British Embassy.

"The CHA is proud to be working with the organisers of IPM ESSEN in representing Great British Horticulture there in 2023. As the partner country for this important international show we are promoting the expertise, diversity and innovative technology that Great Britain can bring to the world and commercial horticulture. We look forward to a very busy show and showcasing what Britain does best, thank you for the opportunity," says Pat Flynn, Trade Association Manager CHA.

The different climates allow the island nation to produce a wide range of horticultural products. Many new plants will be travelling to Essen: Whetman Plants International is launching two compact, fragrant, bee-friendly and drought-tolerant Choisya at IPM ESSEN: Choisya x dewitteana 'Little Bee' PBR and Choisya x dewitteana 'Little Honey Bee' PBR. New compact clematis cultivars from the Raymond J. Evison programme such as 'The Duchess of Cornwall Evipo118', 'Tsukiko™ Evipo110', 'Ravel™ Evipo122', 'Issey™ Evipo081' and 'Poseidon™ Evipo113' will be shown by Guernsey Clematis Nursery. The exhibitor Fairweather's Nurseries from the southern English county of Hampshire specialises in growing Agapanthus. The assortment comprises more than 50 varieties and will be presented at IPM ESSEN 2023.

In addition to plants, trade visitors can also expect innovations in the field of technology and equipment: from environmentally friendly and growth-promoting reusable pots from Caledonian Trees and cost-effective LED lighting solutions especially for



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horticulture from INDO Lighting to customisable labels, packaging and sales materials from PPC Labels and sustainably produced gardening supplies from Tyne Moulds & Machinery.

Supporting programme under the British flag

Andrea Hölker, Project Manager of IPM ESSEN: "We are very pleased that Great Britain will be the partner country of the next IPM ESSEN and will put its horticulture in the focus. As the world's leading trade fair, we are thus making a valuable contribution to better networking within the international green sector."

The German-English International Horticultural Forum on 26 January 2023 at 2 p.m., for example, offers an opportunity for this. Presentations by British and German experts will shed light on current industry topics. Visitors will gain a detailed insight into British horticulture and have the opportunity to talk directly to the speakers. Panelists include Raymond J. Evison of Guernsey Clematis Nursery, Patrick Fairweather of Fairweather's Nurseries and Matt Appleby, editor of Horticulture Week, the UK's leading horticultural magazine.

Official visits to the UK pavilion are planned as part of the partner country presentation. On the first day of the fair, it will be a stop on the opening tour with industry representatives from business and politics. The CHA will also invite a delegation of British growers to IPM ESSEN 2023. Entertainment typical of the country will also be provided, including live British music.

Further information and tickets at: www.ipm-essen.de