



Essen, July 17, 2017

IPM ESSEN 2018:

## 36th World's Leading Fair for Horticulture with New Site Situation

### Foyer and First New Hall Go into Operation

All the signs are showing green: From January 23 to 26, 2018, Messe Essen will become a top-class meeting place for international horticulture. IPM ESSEN will go to the starting line for the 36th time. The modernisation of the fair site in Essen is resulting in a few new features in the area allocation plan for the world's leading fair. For the first time, parts of the New Messe Essen including the Glass Foyer East covering 2,000 square metres will be put into operation.

"After the meeting of the Advisory Board in April and after intensive discussions with all the partners and exhibitors, Messe Essen is looking towards IPM ESSEN 2018 positively. The world's leading fair for horticulture will take place on the highest level. The site situation is changing constantly due to the conversion and, as expected, is exerting positive effects on the quality of international trade fairs such as IPM ESSEN. We are looking forward to 2018," Oliver P. Kuhrt, CEO of Messe Essen, showed his satisfaction. Here is an overview of the most important changes:

### Denmark in Hall 14 and the Grugahalle

The old Hall 5, also known as the "Danes' Hall", will not be available on the occasion of IPM ESSEN in 2018. With its almost 100 exhibitors, Floradania will therefore occupy the temporary Hall 14 and the foyer of the Grugahalle.

### Poland and Spain Move into New Hall, France in the Galeria Again

IPM ESSEN will profit from the conversion for the first time in 2018. Fair Hall 9 was completely demolished in the first construction phase and is being replaced by a new hall flooded with light (upon the conclusion of the third construction phase in the summer of 2018, it will be renamed Hall 6). The northern part will have been completed by the time of the fair. Thus, the Polish and Spanish joint booths will move back there after guest appearances in Hall 7 in 2017. After the positive experiences at the last IPM ESSEN, the French national booth will remain in the Galeria.



MESSE ESSEN GmbH  
Messehaus Süd Norbertstraße  
Postfach 10 01 65  
45001 Essen | Germany  
Presse-Kontakt | Press Contact  
Luise Halfmann  
Fon + 49.(0)201. 72 44-898  
luise.halfmann@messe-essen.de  
Presse-Assistenz | Press Assistance  
Claudia Brügger  
Fon + 49.(0)201. 72 44-244  
Fax + 49.(0)201. 72 44-249  
presse@messe-essen.de  
Presse-Fotoservice |  
Press Photo Service  
Rainer Schimm  
Fon + 49.(0)201. 72 44-247  
rainer.schimm@messe-essen.de  
www.messe-essen.de  
www.ipm-essen.de  
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The Floristry area will remain in Hall 6, at the heart of the fair site. The old Hall 4 will no longer exist. The axis formed by Hall 3, the Galeria and Hall 7 will once more be occupied by horticultural technology. The consistent consolidation of this area of the range on offer already proved to be the right decision in 2017 and is to be retained in the future, too.

Halls 1 and 2 will be occupied by plant exhibitors, as will parts of Hall 7 in addition to Halls 8 and 9. The nurseries will be accommodated in Halls 10, 11 and 12. In the future, too, the visitors will find the Green City in Hall 1A in which the green associations, the competitions and the floristry shows as well as the creative shop situations of bloom's and g&v will be found again.

## **Italian Exhibitors Present Themselves Individually**

For next year, firms and plant producers from Italy have decided not to be exhibitors together as until now but instead to be divided amongst the various fair halls according to the products. For 2019, there will be the option to be exhibitors together again.

## **hortivation in Hall 13**

Under the creative management of Romeo Sommers, a green stylist and trendwatcher from the Netherlands, hortivation will take place as a trend hotspot during IPM ESSEN for the first time. The entire temporary Hall 13 will show ideas and high-volume sales concepts for garden centres. Under the motto of "Family Garden", emphasis will be placed on innovative technology and the Outdoor Living area.

## **New: Trainees Lounge in Hall 6.1**

On the occasion of IPM ESSEN, the Trainees Lounge will be set up in Hall 6.1 for the first time in cooperation with the Working Group of German Young Gardeners. As an interactive meeting place, attention will focus on the subject of training and further education here.

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