



Essen, 6 October 2021

Meeting of experts at Messe Essen:

Advisory board looks forward with great anticipation to IPM ESSEN 2022

New members will advise the world's leading trade fair for horticulture in future

Preparations for IPM ESSEN 2022 are in full swing. From 25 to 28 January, Messe Essen will once again be the meeting place and innovation platform for the international green sector. The advisory board of the world's leading trade fair recently met to discuss the contents of the next edition of the fair and the programme. The advisory board members provided valuable input with their reports from the industry. With immediate effect, Christoph Dirksen, Managing Director of Wilhelm Ley GmbH & Co.KG, and Garry Grüber, Founder and Managing Director of Cultivaris GmbH, will strengthen the committee with their market expertise.

"The challenges of our industry, such as energy-efficient production, the use of environmentally friendly packaging or the shortage of skilled workers, can only be mastered if we exchange professional views and are shown new ways. Next year's IPM ESSEN will once again provide us with our usual high-calibre platform for this", Eva Kähler-Theuerkauf, Chairwoman of the Advisory Board and President of the NRW Horticultural Association, is pleased to say. "It is up to us to design this in accordance with the wishes of the sector."

Current topics in focus

IPM ESSEN therefore specifically takes up the topics that are currently moving the trade fair advisory board and thus the market. For example, a special show will be dedicated to packaging in horticulture. Whether products made of recycled plastic, packaging made of cardboard and paper or other plastic alternatives - the presentation provides a comprehensive overview of sustainable and innovative packaging concepts. The shortage of skilled workers, which is a challenge for the entire sector, will also be given a platform at IPM ESSEN. The Career and Future Forum presents occupational fields and qualification opportunities in horticulture and networks qualified job seekers and companies.

New members in the advisory board of IPM ESSEN



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INFORMATION



Since the end of September, the advisory board of IPM ESSEN has been enriched by two industry experts. Andrea Hölker, Project Manager of IPM ESSEN, about the creative cooperation: "We are pleased about the new additions to the advisory board and thus also about many new ideas. With this top-class expertise, we see ourselves very well positioned in terms of content for the further development of IPM ESSEN."

A total of 20 experts from the economy, trade and politics belong to the advisory board of IPM ESSEN. Christoph Dirksen is a new member. As Managing Director of Wilhelm Ley GmbH & Co.KG, he has been an exhibitor at IPM ESSEN for many years. He also holds the chairmanship of the North Rhine-Westphalia Nursery Association.

Garry Grüber is the further reinforcement of the committee. The successful plant breeder and Managing Director of Cultivaris GmbH is a regular guest at IPM ESSEN both as an exhibitor and as a visitor and has repeatedly emerged as the winner of the IPM Novelty Showcase with his extraordinary plant varieties.

Further information at: www.ipm-essen.de