

Essen, October 21, 2020

## Cancellation of the IPM ESSEN 2021

Top-level meeting nevertheless brings decision makers and politics together

The IPM ESSEN, which was planned for January 26 to 29, 2021, is cancelled. Against the background of the increasingly dynamic situation and worldwide travel restrictions, there is currently not the planning security required for the serious preparation of the international trade fair participants. As much as the green industry has wished for IPM ESSEN as a communication platform, there is a great deal of uncertainty in view of the recent occurrence of infections in important markets such as the Benelux countries or France. Nevertheless, Messe Essen is giving the industry a stage at the planned date of the fair and, together with its partner associations, is organizing a top-level meeting between decision-makers and politicians. The next IPM ESSEN will take place at Messe Essen from January 25 to 28, 2022.

As the leading trade fair for horticulture, IPM ESSEN is the trend-setting showcase for plant trends and product innovations at the beginning of the season every year. Thus, numerous market leaders had already confirmed their participation in the trade fair and the demand for the live fair experience and the personal exchange with business partners was also enormous on the part of the visitors.

"The anticipation of the IPM ESSEN was great, especially after the past months of full renunciation by all those involved, the more difficult it was for us to decide to cancel the fair", explains Oliver P. Kuhrt, Managing Director of Messe Essen. "However, it is our responsibility to enable our exhibitors to plan their participation in the fair seriously. Against the background that many of our customers come from abroad and are increasingly insecure due to the difficult travel conditions, however, this is not possible at present. We have therefore decided to cancel before the hot phase of stand planning begins".

"The green industry agrees that it urgently needs IPM ESSEN in order to be able to experience plant innovations up close again. But the level-headed assessment of the current situation also shows how uncertain exhibitors and visitors are about the dynamic development of the coronavirus pandemic," adds Eva Kähler-Theuerkauf, President of the North Rhine-Westphalia Horticultural Association and Chairwoman of the Advisory Board. "The cancellation of IPM ESSEN is



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www.ipm-essen.de  
Veröffentlichung kostenfrei –  
Beleg erbeten  
Publication free of charge –  
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therefore very sad, but for the international exhibitors it is a responsible signal at the right time.

## **IPM ESSEN SUMMIT and digital information services**

Although the IPM ESSEN 2021 cannot take place in its usual scope, Messe Essen will present itself as a meeting place for the green industry at the planned date of the fair. Decision-makers and political representatives will come together at IPM ESSEN SUMMIT to exchange views on future topics in horticulture. In addition to this top-level meeting, a digital format will provide an insight into current developments in the German and international horticultural market.

Weitere Informationen unter [www.ipm-essen.de](http://www.ipm-essen.de)