



Essen, March 3, 2020

Contract Extension Until the End of 2023:

BdB and IPM ESSEN Continue Cooperation

Nursery Tours as a Permanent Constituent of the Fair Program

The world's leading fair for horticulture, IPM ESSEN, and the Federation of German Nurseries (BdB) are extending their partnership until the end of 2023. The CEO of Messe Essen, Oliver P. Kuhrt, the BdB Managing Director, Markus Guhl, and the BdB President, Helmut Selders, met up during IPM ESSEN 2020 in order to sign the contract. In the future, too, trade visitors will profit from the prominent presence of the nurseries and an excellent accompanying program in the form of a meeting of international networks, a seminar and guided tours. Thus, IPM ESSEN will consolidate its position as a top-class platform on which questions about the future will be discussed in the context of climate change and sustainability and solutions will be presented.

Nurseries are traditionally well-represented at IPM ESSEN. They account for 45 percent of the exhibitors in the Plants area and 16 percent of these are German companies. As the leading association in the sector, the Federation of German Nurseries represents their interests.

The BdB Managing Director, Markus Guhl: "IPM ESSEN is extremely significant for the German and international nursery industries. Therefore, it is a matter of course that we as BdB are looking for a close alliance with Messe Essen and are happy to be available as a cooperation partner."

"BdB organizes a top-class supporting program and has at its disposal a network extending across different countries. No matter whether the European Nursery Reception or the seminar about the EU campaign entitled 'Green Cities for a Sustainable Europe' - the high participation level has shown how important the exchange of specialist ideas is," Oliver P. Kuhrt, CEO of Messe Essen, was pleased about the continuation of the cooperation. For the first time, a guided tour on the subject of climate trees was offered on the occasion of IPM ESSEN 2020. Tours of the fair are once again being planned for next year. "The contract extension is the foundation stone in order to expand these activities even further," continued



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INFORMATION



Kuhrt. Moreover, the Urban Green Areas Seminar as well as the Nursery Reception will take place as accustomed in 2021.