



Essen, 14 September 2021

Contract renewal until 2024:

IPM ESSEN and BGI Trade Center cooperate for another three years

BGI Trade Center continues success story

It is an institution at the world's leading trade fair for horticulture: the BGI Trade Center. The joint stand of the German flower wholesalers and importers is one of the most popular points of contact at IPM ESSEN. With the extension of the partnership, the success story is writing a new chapter. At a recent meeting at Messe Essen, the signing of the cooperation agreement until 2024 took place. The preparations for IPM ESSEN 2022 are in full swing.

"We are very pleased that we have extended our cooperation, which has existed for more than 20 years, for another three years. The BGI Trade Center is one of the most important partners of IPM ESSEN and a crowd puller with international appeal. It brings valuable exhibitors and visitors to Essen with the aim of networking them", says Oliver P. Kuhrt, Managing Director of Messe Essen.

At the BGI Trade Center, the mix of exhibitors represents the market diversity within the green sector. In addition to wholesalers and importers, international producer associations, logistics and packaging companies as well as IT service providers will also be represented. Furthermore, organizations active in the field of quality management and certification will present themselves.

All signs for the BGI Trade Center at the next IPM ESSEN are green. "We are registering a large number of registrations from all over the world. The area is very well booked. We are at the level of IPM ESSEN 2020," adds Andrea Kirchhoff, responsible Managing Director of BGI Service UG. "IPM ESSEN is and remains our most important platform. The extension of our partnership strengthens the basis for many more successful fairs. I am already looking forward to the personal talks that we missed so much in 2021."

The next IPM ESSEN will take place from 25 to 28 January 2022 at Messe Essen. The world's leading trade fair for horticulture is regarded as the most important order and communication platform of the international green sector and shows the entire value chain of plant production: from new breeds and innovative technology to



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INFORMATION



trendy floristry and equipment for the point of sale. A varied program of events with specialist forums, workshops and live shows on current trends rounds off the program. In 2022, the fair will dedicate a special show to the topic of "sustainable packaging".