

Essen, March 28, 2019

Largest Trade Fair for the Horticultural Industry in China Starts in April:

Distinct Growth in the Number of Exhibitors at Hortifloorexpo IPM Shanghai 2019

Attractive Supporting Programme with Horticultural Tour and Seminars

Horticultural know-how for one of the largest future markets in the sector: From April 20 to 22, 2019, Hortifloorexpo IPM Shanghai will open its doors in the Shanghai New International Expo Center. Around 900 exhibitors (a plus of more than ten percent in comparison with the last fair in Shanghai) will present their innovative new products for the green sector to the trade public at the 21st edition of the fair. Thus, the offshoot of IPM ESSEN will be the largest trade fair for the horticultural industry in China. The close cooperation between Messe Essen and the Middle Kingdom will offer the exhibitors numerous synergetic effects and thus an ideal starting position for business success in the attractive growth market.

The joint event organised by the China Flower Association, China Great Wall International Exhibition Co., Ltd., Shanghai Intex Exhibition Co., Ltd. and Messe Essen is becoming ever more international: Companies from 32 countries will present themselves on over 40,000 square metres. One main focal point will be provided by numerous cut flower producers from Kenya and South America. The participants from Europe will include some from France, Italy and Sweden. Further exhibitors will come from the USA, Canada, Israel, South Africa, Ethiopia, the United Arab Emirates and Kenya. The Far East region will be represented not only by China but also by Japan, South Korea, Thailand, India, Hong Kong and Taiwan. In addition to the Netherlands, Colombia and Ecuador, eleven German exhibitors will also be represented on a country pavilion promoted by the Federal Ministry of Food and Agriculture.

Horticultural Tour Guides the Exhibitors to Chinese Best-Practice Cases

This year, one particular highlight for the international exhibitors at IPM will once more be offered by the Horticultural Tour which will be jointly staged by Messe Essen and its Chinese partner. On the day before the fair, the participants will visit local production areas and will thus gain a comprehensive and practice-oriented insight into Chinese horticulture.



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Programme of Seminars in Addition to the Happenings at the Fair

Moreover, an accompanying programme of seminars and events is planned within the framework of Hortiflorexpo IPM Shanghai. The subjects covered in various forums will include the current status and future trends in Chinese horticulture, examples of ecological horticulture as well as sustainability. Amongst other subjects, it is planned to stage expert seminars about construction materials for greenhouses as well as about automated cultivation procedures.

Further information at:

<https://www.ipm-essen.de/weltleitmesse/ipm-worldwide/hortiflorexpo-ipm/>