

Essen, 21 July, 2020

First advisory board meeting after lockdown:

IPM ESSEN gains great popularity for 2021

Industry sees the world's leading trade fair as an essential communication platform

"Personal contact cannot be replaced by digital communication", the advisory board of IPM ESSEN agreed in its first meeting after the Corona break. The crisis has made it clearer than ever how important exchange within the green industry is in order to stay up to date and to drive the business forward. The next IPM ESSEN from 26th to 29th January 2021 at Messe Essen offers all this. In addition to an extensive range of exhibits in the fields of plants, technology, floristry and garden features, a top-class supporting programme with trend shows, workshops, forums and competitions will accompany the world's leading fair for horticulture. The prerequisites for a safe and orderly course of events in times of the Covid 19 pandemic are right: With the holding of the first trade fair in Germany after the contact ban, Messe Essen has proved that trade events with appropriate hygiene requirements function successfully.

The Advisory Board of IPM ESSEN met for the first time after the compulsory corona break. The representatives from industry associations, economy and politics see a high demand for information and communication for the coming IPM ESSEN. Not only the corona virus was occupying the industry. Climate change and sustainability as well as the shortage of skilled workers are still the decisive topics. "The corona pandemic has a global impact on the green industry. The market has to sort itself out again. Fortunately, gardening products such as fruit and vegetable plants, but also bedding and balcony plants are more popular than ever. Many other aspects, such as environmentally friendly packaging solutions and energy-efficient production, are still topical in horticulture. IPM ESSEN is therefore all the more important. It is our motor and our platform to discuss future questions and find answers. It creates security and makes a considerable contribution to mastering crises together and strengthening positive signals," says Eva Kähler-Theuerkauf, Chairwoman of the Advisory Board and President of the North Rhine-Westphalia State Horticultural Association, looking forward to the next edition of the world's leading fair for the horticultural sector.



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Hygiene concept of Messe Essen has already been tested

When organising trade fairs, Messe Essen is guided by the current infection protection ordinance of the state of North Rhine-Westphalia. At the present time, it provides, among other things, for a clearly defined maximum permissible density of persons on the fair grounds, the wearing of a mouth-and-nose protection, the registration of all fair participants, the exclusive sale of online tickets, generous aisles as well as a maximum of hygiene measures. Conversations in a seated position and at a distance at the exhibition stand are permitted without a mask.

Under these conditions, the first fair in Germany after the Corona compulsory break, the European Bridal Week, an international trade fair for bridal and evening fashion, was successfully held at Messe Essen at the beginning of July. It is regarded as best practice for subsequent fairs and congresses in Essen and beyond.

Oliver P. Kuhrt, Managing Director of Messe Essen: "The health and well-being of our guests is our top priority. The hygiene concept is well thought-out and tested. Experience has shown that trade fairs with appropriate measures work perfectly. The thoroughly positive feedback makes us look confidently towards IPM ESSEN 2021".

Further information available at: www.ipm-essen.de