

Essen, July 16, 2019

Ornamental Plants & Flowers MÉXICO powered by IPM ESSEN:

Live Floristry with Floral Designer Gregor Lersch

"Mexican Floral Art Cup" Gives Its Premiere

From September 18 to 20, 2019, Ornamental Plants & Flowers MÉXICO powered by IPM ESSEN will take place for the first time in the Centro CitiBanamex in Mexico City. The first highlights in the supporting programme of the new foreign offshoot of the world's leading fair for horticulture have been finalised: Seven top-class international florists (including the floral design great Gregor Lersch from Germany) will pass their knowledge on to the trade public in high-quality workshops. Furthermore, the "Mexican Floral Art Cup" will be staged for the first time. The florists competition is being supported, amongst others, by the Latin American School of Floral Art.

Not only the numerous innovations of the exhibitors but also a supporting programme on the highest level will await the visitors to Ornamental Plants & Flowers MÉXICO powered by IPM ESSEN (OPF). The German florist Gregor Lersch from Bad Neuenahr-Ahrweiler who has won several international honours and six other globally active top florists will provide proof of their ability in live presentations. These will include Daniela Pighetti from Italy, Robert Milkovwki from Poland, Kike León from Spain as well as Oscar Villela, Marco Sandoval and Macarion Amador from Mexico. Under the title "Creación Master", they will show how genuine floral masterpieces result from techniques, colours and structures. Additional creative ideas will be presented by the up-and-coming generation: 21 pupils in the master classes at the Latin American School of Floral Art (EIAF) from Costa Rica, Colombia, Argentina, El Salvador, Guatemala and Mexico will exhibit their works.

Furthermore, the application phase for the first "Mexican Floral Art Cup" is going into the hot phase. In total, 15 starting places are to be awarded. The prerequisite is a final qualification at a floral design college. The competition is being supported by EIAF, OPF and the international florists organisation FLORINT.ORG.



MESSE ESSEN GmbH

Messeplatz 1
45131 Essen | Germany

Presse-Kontakt | Press Contact
Luise Halfmann
Fon + 49.(0)201. 72 44-898
luise.halfmann@messe-essen.de

Presse-Assistenz | Press Assistance
Claudia Brügger
Fon + 49.(0)201. 72 44-244
Fax + 49.(0)201. 72 44-249
presse@messe-essen.de

Presse-Fotoservice |
Press Photo Service
Rainer Schimm
Fon + 49.(0)201. 72 44-247
rainer.schimm@messe-essen.de

www.messe-essen.de
www.ipm-essen.de

Veröffentlichung kostenfrei –
Beleg erbeten
Publication free of charge –
Copy requested

New Platform for the North and South American Green Sector

With OPF in Mexico, the green sector is being provided with a strategic meeting place. The new event is intended, above all, for plant breeders, landscape architects as well as gardeners and florists. The available range will encompass Plants and Flowers, Technology and Innovations, Floristry as well as Horticulture and Landscaping and will thus offer an impressive overview of the latest developments and trends on the floral market in Latin America. After China, Russia and the United Arab Emirates, Mexico is the fourth country in which IPM ESSEN is creating new stimuli with its own fair.

Further information at: www.ipm-essen.de