

Essen, May 4, 2018

New Record:

Hortifloorexpo IPM Beijing 2018 Starts with Exhibitor Plus

Most Important Horticultural Fair in China Offers Informative Accompanying Programme

According to the regular cycle, Hortifloorexpo IPM China will go to the starting line in Peking from May 10 to 12, 2018. China's most important horticultural fair has developed magnificently: While there were still nearly 680 exhibitors in 2016, over 800 exhibitors from more than 30 countries will show their innovative products in the Plants, Technology, Garden Features and Floristry areas this year. Furthermore, a first-class supporting programme will lure the trade visitors into the new China International Exhibition Center.

Never before has Hortifloorexpo IPM Beijing been able to greet as many new exhibiting companies as in 2018. The demand for living greenery is rising in China. The sector is booming. On the one hand, the government has instigated numerous environmental protection projects. On the other hand, flowers and plants are developing into lifestyle products in the population. For the coming event which Messe Essen is organising together with China's most important horticultural association (China Flower Association) and China Great Wall International Exhibition Co., Ltd., all the signs are therefore on green.

Furthermore, Hortifloorexpo IPM China is receiving a lot of acclaim from the official side, too. Germany, the Netherlands, Colombia and Ecuador will present their portfolios on state-promoted joint booths.

Informative Forums Invite Visitors to Exchange Knowledge

Visitors will obtain input, inspiration and value added at the numerous accompanying information forums all around the fair. In China, cities should become greener in order to counteract the air pollution. At the same time, the people are yearning for tranquillity and relaxation oases.

On precisely these subjects, the first-class supporting programme will offer the visitors new findings on May 11. One example which may be cited is a forum which



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INFORMATION



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will focus on the subject of "Vertical Gardening" as an answer to urban greenery in densely populated areas. Another forum will discuss sales concepts with which the trade can meet the customers' needs in a tailor-made way and thus raise the turnover.

Floristry on the highest level will be guaranteed in the China Flower Design Competition. For the fifth time already, top international florists will compete against each other. The winner will be announced on the last day of the fair.

Further information at: <https://www.ipm-essen.de/weltleitmesse/ipm-worldwide/hortifloorexpo-ipm/>