

# Press pack Belgium

## IPM Essen 2019



---

## Table of contents

---

1. **Introduction** | Meet the Belgian masters of horticulture at the VLAM stand
2. **Program** | Belgium partner country of IPM Essen 2019
3. **Novelties** | Companies present novelties at IPM
4. **Facts & figures** | Belgian horticulture
5. **Representation** | Sören Van Laer

Download the press pack: [vlamdownloads.be/sierteelt/IPM2019/](http://vlamdownloads.be/sierteelt/IPM2019/)

**Business contact:**

Leen Guffens

Press Officer B-to-B

Tel: +32 (0)486 96 64 96

E-mail: [leen.guffens@vlam.be](mailto:leen.guffens@vlam.be)



# Meet the Belgian masters of horticulture at the VLAM stand

---

*IPM Essen is the annual pinnacle for the international horticultural sector. Belgium is one of the original exhibitors and this year is celebrating this intense relationship as a partner country of the fair. This translates into a wide selection of additional activities, ranging from official ceremonies and dynamic networking moments to seminars with content and news corners.*

*This year, a robust delegation of around 70 Belgian exhibitors is present at the fair to establish and maintain trade relations. 38 of them are participating under the umbrella of the VLAM, Flanders' Agricultural Marketing Board. You will find them in hall 2 (stands B25 + D30), hall 6 (stand C26) and hall 8 (stands D25-26-28).*

## **38 companies in 3 group stands**

No fewer than 38 Flemish horticultural companies will take part in the group stand of VLAM, and thus we can beat our record from past year. Together, they represent the broad range of Belgian ornamental products, from the typically Flemish plants such as *azaleas, rhododendrons, flowering indoor plants, Flemish bay and chrysanthemum to shrubs, young and bedding plants and tree nursery products. The group stands are divided over the 3 halls:*

- *Hall 2 (stand B25 + D30):* Azanova, Dataflor, De Croock, De Vos - Hertschap, De Waele - Wilwoodii, De Wilde John, Denis-Plants, Deroose Plants, Exotic Plant Belgium, Floramor, Gediflora, Gernée Siergrassen, Herplant, Het Wilgenbroek, Hortinno, Joluplant, Leybaert, Microflor, Pelargonium De Cock, Rudy Raes Bloemzaden, Sonnevillie Philip, VDW Plant.
- *Hall 6 (stand C26):* ADM Greentraders, Block Jules, Calle-Plant, Goossens Raf, Heyeveld, Laurica-plants, Lens Roses, Oprins Plant, Rimbaut Peter tree nursery, Schepers bvba tree nursery, Van Poecke & zn, Vandamme Sierplanten, Vos Patrick tree nursery.
- *Hall 8 (stands D25-26-28):* Neyt - Van Sante, Sylva, Van Hulle B&C.

## **Belgium, from original partner to partner country**

From the very first edition of IPM in 1982, Belgium quickly found its way to Essen, where it was even the very first foreign exhibitor. Since then, the fair has grown sharply and the number of Belgian participants has also increased steadily. After all, the importance of this international meeting platform was soon clear to the Belgians. This year, Belgium is a partner country for the second time. The partnership is borne by VLAM and the AVBS (General Confederation of the Belgian Horticultural Sector) and is resulting in a broad spectrum of activities. A photo booth will also be set up at a number of special events, that refers to a Breughelian scene from the 16<sup>th</sup> century. In the same

period as the heyday of the Flemish master painters, the horticultural sector also flourished. And just like the master painters, the horticulturalists are masters of their profession.

### **New concept 'Roots & Leaves'**

At IPM, the new logo that the Flemish horticultural sector uses in its communication abroad will be used for the first time. The name 'Roots & Leaves' is all-encompassing for the broad horticultural sector, in which all the products have roots and leaves. 'Roots' refers to the origin, whilst 'Leaves' looks forward to the end result: a flowering, healthy plant that is also the foundation for healthy trade relations and guarantees a satisfied end customer. The caption 'Cultivating Flemish Excellence' in the logo refers to the excellent craftsmanship of the Flemish companies, reflected in uniform quality, innovations and service.

The signature also names the new site [www.belgianplants.com](http://www.belgianplants.com). Visitors can search for a supplier in the database, find information about participation in trade fairs and gain more insight into the Flemish horticultural sector thanks to the product blocks, background dossiers, figures and company reports.



# Belgium partner country of IPM Essen 2019

---

With its long tradition as a loyal exhibitor at IPM, in 2019 Belgium once again is honoured in 2019 to be the host country at this highlight of the international horticultural year. Not only the colours of their flags unite Germany and Belgium. Both European neighbours can also look back on a long tradition of horticulture.

During the fair, the programme is as follows:

## 22/01 | Opening ceremony

**WHERE:** IPM Essen 2019, Congress Center West, Saal Europa

**WHEN:** Tuesday 22/01, 09:45 – 12:30

09:45	<i>Welcome</i>
09:55	<i>Interview with Helmut Prinz, President of the Bundesverband Deutscher Floristen</i>
10:00	<i>Official opening</i>
11:15	<i>Visit to the fair</i>
12:30	<i>Reception at the Belgian stand (Halle 2, 2B25, at the Flemish pavilion)</i>

The floral decorations in this room will be created by internationally renowned top florist Sören Van Laer.

## 22/01 | Presentation of novelties

**WHERE:** IPM Essen 2019, Halle 2, stand 2B25, at the Flemish pavilion (News Corner)

**WHEN:** Tuesday 22/01, 14:00

A number of Belgian companies will give a brief presentation of their latest product innovations. At the back of this press folder you will find a concise description of these companies and their novelties.

## 22/01 | Belgian Evening

**WHERE:** IPM Essen 2019, Halle 2 stand 2B25, at the Flemish pavilion

**WHEN:** Tuesday 22/01, 17:00

The Belgian Evening is a networking event for Flemish growers, trade relations and the specialised press. Meet in an informal ambience and enjoy real Belgian beers and fries.

## 23/01 | Presentation of the 2020 Floralien

**WHERE:** IPM Essen 2019, Halle 2, stand 2B25, at the Flemish pavilion (News Corner)

**WHEN:** Wednesday 23/01, 11:00

The next edition of the Ghent Floralien will be held in 2020. It's the Belgian highlight of the year for plants and flowers. During IPM Essen 2019, this brand-new edition will be launched.

### 23/01 | Exhibitor evening with Belgian snacks

**WHERE:** IPM Essen 2019, Foyer Messehaus Ost

**WHEN:** Wednesday 23/01, 18:30 – 21:00

Get-together of exhibitors at the invitation of Messe Essen. VLAM will provide a photobooth with the Brueghel painting “The Wedding Dance”.

*The floral decorations in this room, too, will be created by the internally renowned top florist Sören Van Laer.*

### 24/01 | The future of Buxus

**WHERE:** IPM Essen 2019, Halle 2, stand 2B25, at the Flemish pavilion (News Corner)

**WHEN:** Thursday, 24/01, 11:00

Didier Hermans (Buxus nursery Herplant) and Jesse Tavernier (Flemish Test Centre for Horticulture) present the state of affairs in the research into the box tree caterpillar (*Cydalima perspectalis*).

### 24/01 | Gartenbau Forum with Belgian speakers

**WHERE:** IPM Essen 2019, Congress Center West, Saal Berlin

**WHEN:** Thursday 24/01, 14:00 – 16:00

**LANGUAGE:** Engels

*Moderator: Christoph Killgus, journalist for the German trade journal DEGA & Herr Braungardt.*

The panel will comprise several top experts of the ‘Horticulture Technopole’. This platform was set up by the PCS and ILVO research institutes in collaboration with the University and College of Ghent.

Time	Subject	Speaker
10 mins	Innovative Belgian ornamental horticulture driven by the technology pool for ornamental plants	Pascal Braekman (Flemish government)
5 mins	Integrated Pest Management	Joachim Moens (HOGent)
5 mins	Nutrient management	Els Pauwels (PCS)
5 mins	Steering growth processes	Annelies Christiaens (PCS)
5 mins	Plant breeding and in vitro	Johan Van Huylenbroek (ILVO)
60 minutes	Debate	All

IPM Essen: 22 – 25 January 2019

## Companies present novelties at IPM

Want to find out everything about the Belgian novelties being launched during IPM Essen? Then come to the News Corner at the Belgian stand (Halle 2, stand 2B25) on **Tuesday 22/01 starting from 14:00**. The companies themselves will describe their newcomers.

### **HELLEBORUS 'DIEGO ICE'**

Helleborus nursery **Helleborus bvba** is a family business specialising in Helleborus. This winter bloomer is at its best in December, January and February. During IPM Essen, Helleborus bvba will proudly present its latest generation of Helleborus.

[www.helleborusnursery.com](http://www.helleborusnursery.com)



*Helleborus 'Diego Ice'*

### **JAZZY SOUL SISTERS**

**Gediflora** is a global player in breeding and propagating chrysanthemums. They deliver cuttings from Brazil and Africa to growers all over the world. During IPM Essen they will present their latest creation "De Jazzy Soul Sisters". These cute sisters come in 6 dazzling colours: yellow, pink, dark pink, orange and white. The sisters all come from the same family.

[www.gediflora.be](http://www.gediflora.be)

### **DOUBLE-FLOWERED "PRIMULA ACAULIS 'RUBENS'"**

"Perfection in selection, selection yields perfection", is the slogan of **Rudy Raes Bloemzaden**. Since 1991 this slogan has been the leitmotiv of the way they breed primulas. Their genetically compact varieties facilitate growth. A few of their main breeding goals are unique colours, large flowers, tight flowering schedules, etc.

[www.raes.be](http://www.raes.be)



*Primula acaulis 'Rubens'*

### **VIV HELLEBORUS COLLECTION**

**Microflor** is an expert and innovator in breeding, propagating and acclimatising gloxinias, helleborus and orchids. It offers a vigorous range of strong, young plants based on years of experience and constant research. And it is proud to now present its Helleborus ViV collection.

[www.microflor.be](http://www.microflor.be)

#### **AZALEA JAPONICA 'PINK SPYDER'**

**Leybaert bvba** is a production company specialising in Azalea indica, Rhododendron, Vaccinium corymbosum and Chamaecyparis ellwoodii. Thanks to its large scale and automation, this company covering 19 ha is able to guarantee quality, uniformity and continuity. Discover their latest novelty, the Azalea japonica 'Pink Spyder' during IPM Essen.

[www.bvbaleybaert.be](http://www.bvbaleybaert.be)



*Azalea japonica 'Pink Spyder'*

#### **HORTINNO EVERGREEN OUTDOOR JAPONICA**

With the Hortinno Evergreen collection, azalea nursery **Floramor** is taking the next step in expanding its garden range. The Hortinno Evergreen is an evergreen outdoor Japonica, that retains its leaves and as a result remains attractive even during the winter months.

[www.floramor.be](http://www.floramor.be)

#### **HORTINNO MULTICOLOR: CHRISTINE QUADS, CLASSIC TRIPLETS AND SPRING TWINS**

Also new in the range of azalea nursery **Floramor** is the Hortinno Multicolor collection, a mix of various varieties brought together in one and the same azalea. The Hortinno Multicolor collection is made up of indoor azaleas.

[www.floramor.be](http://www.floramor.be)



*Hortinno Multicolor 'Christine Quads'*

#### **HORTINNO LIME COLLECTION**

The latest novelty at **Floramor** is the Hortinno Lime collection. Hortinno has various different collections of azaleas with a beautifully shiny leaf that often flower for a very long period. These indoor azaleas fit delightfully in the vintage interior trend and perfectly match hip green indoor plants.

[www.floramor.be](http://www.floramor.be)



## Facts & figures | Belgian horticulture

---

*Belgian horticulture is known for its versatility, tradition, craftsmanship, customised solutions and quality. And Flanders, the northern half of Belgium, is the main production region representing about 90% of the production value. For over ten years, arboriculture has been the frontrunner of the Belgian horticultural sector, both with regard to the acreage, production turnover and export value. Belgian indoor plants also have a solid position in international trade.*

### Total acreage stable

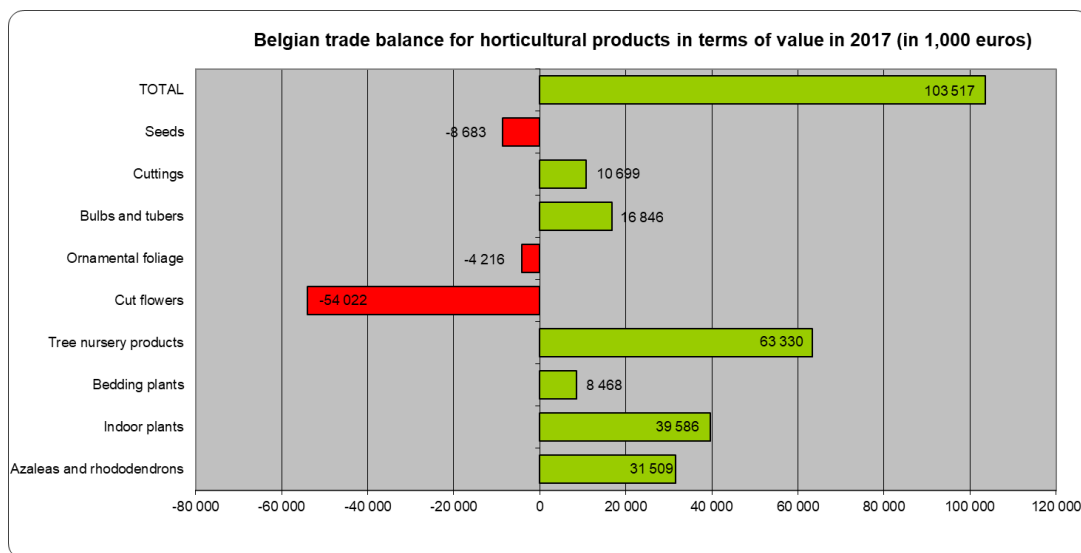
In 2017, the Belgian horticultural sector with its 6,546 hectares is rather a small sector of Belgian agriculture in terms of acreage. Almost one fifth of that area is intended for the production of flowers, the rest for trees and shrubs (83%). There is a great difference between the crops in terms of the ratio of indoor and outdoor cultivation. Thus 98% of tree and shrub nurseries are in the open air. Only 65% of flower farming occurs outside. The rest is in greenhouses. The total horticultural acreage has remained fairly stable over the years (+1.3% compared to 2008). However, there has been an evolution within the horticultural sector. For example, the acreage for flowers fell by 30%, whilst the acreage for trees and shrubs increased by 11% compared to 2008.

### Largest turnover for arboriculture

Although horticulture is a small agricultural sector in terms of acreage, the production value shows that it is an important sector economically speaking. In 2016, the production value of Belgian horticulture was 566 million euros. The production value of horticulture remained pretty much constant during the past few years.

The shift in acreage to arboriculture is also apparent in the evolution of the production value. Between 2007 and 2016, the production value of the tree products rose by 13% to 346 million euros. The production value of flowers and ornamental plants on the other hand fell to 220 million euros (-27%). Since 2008, the production value of tree nursery products has surpassed that of flowers and ornamental plants.

Belgian trade in horticultural products has a positive trade balance. Arboriculture contributes most to the positive balance (63.3 million euros in 2017). Above all cut flowers have a trade deficit (-54 million euros). The cornerstones of Belgian horticulture also include indoor plants, the typically Flemish azaleas & rhododendrons and various bulb and tuber crops.



Source: based on LARA 2018 + horticulture barometer 2018

### Belgium mainly exports to neighbouring countries

In 2017, the Belgian export of horticultural products represented 542.6 million euros and was mainly a European affair. 94% of the products end up in the EU-28, 77% of them are destined for neighbouring countries France (45%) and the Netherlands (32%). The United Kingdom, Germany and Italy complete the top 5 export destinations. Export to third countries is limited but has increased over the years (+13%).

The provisional data indicates that Belgian horticultural products were also very much prized in 2018. In the first 9 months of 2018, Belgian export increased again, mainly to the Netherlands.

### Belgian tree nursery products and indoor plants most popular

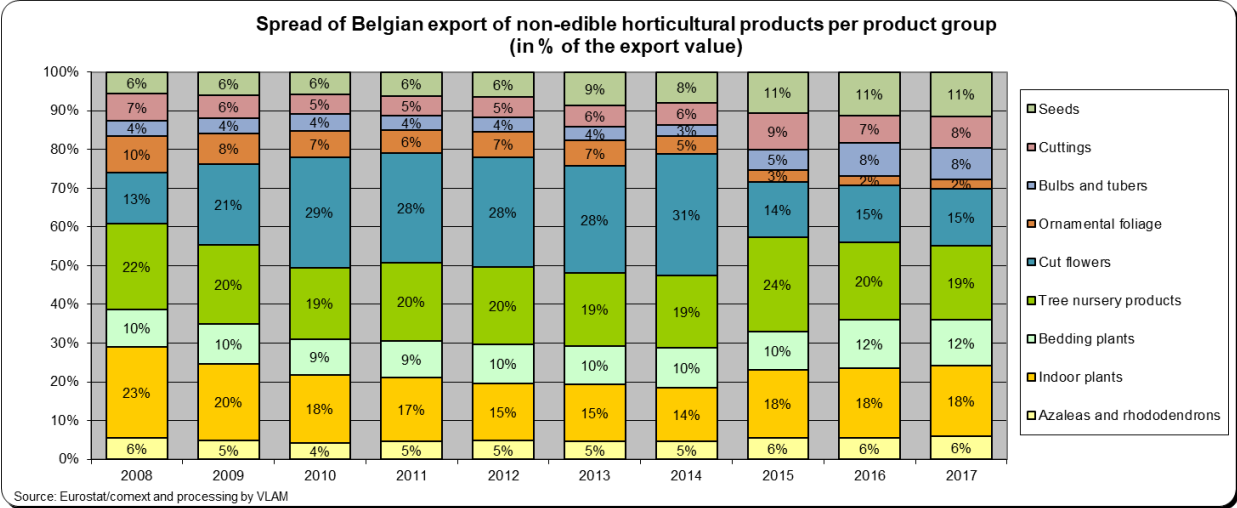
In line with the production data, tree nursery products are also the main Belgian export product, in 2017 worth over 104 million euros. Belgian tree nursery products are above all sold in neighbouring country France.

With an export turnover of 98.6 million euros, indoor plants have the second highest Belgian export value. France has been our number one market over the years. The Netherlands and United Kingdom complete the top 3.

In 2017, the third most important export product of the Belgian horticulture sector was cut flowers, worth some 80 million euros. However, this does predominantly concern re-export to the Netherlands and France.

Throughout the years, the Belgian export of seeds has seen a sharp increase. Between 2008 and 2017, the export value doubled, launching seeds to fourth place of the top export products in 2017. And during the first 9 months of 2018, Belgian seeds have once again done well compared to the same period in 2017.

Worthy of mention are also the typically Flemish azaleas and rhododendrons, that keep a firm hold on their solid position in the tables. During the first 9 months of 2018 these products also continued to do well.



# Sören Van Laer

---

Sören has loved flowers since his childhood. Making a flower arrangement for his class tutor in the first year of secondary school proved to be a catalyst for his career. It was then that he really started feeling the vibe of floristry and that led him to discover the world of flowers. Sören finished his last year of agriculture school with a specialization year in floristry in Mechelen. At school, and especially during his internship in Greet Verheyden's flower shop, he became familiar with the essential basic techniques. He completed his floristry training by becoming an intern with Geert Pattyn in Geluwe. There he learnt many new techniques and he was able to put into practice what he observed during the internship. By taking part in the Fleur Talent! Project, Sören got to know the entire floral supply chain and he built up a network of nurserymen, wholesalers, and florists.

His internship location developed into his workplace. Nowadays, Sören is self-employed and he organises workshops and takes care of demonstrations and product presentations worldwide. Simplicity, movement, and purity are the keywords of his work. Let the materials and flowers tell their own story and let them share feelings.

During his career, Sören has also taken part in a lot of competitions. His main challenge and motivation is to keep innovating, keep experimenting, and keep extending his boundaries.

- Euroskills Spa Francorchamps 2012, together with Charlotte Bartholomé: Gold medal
- Belgian championships (juniors) 2012-2013
- Selection Worldskills 2013: 1<sup>st</sup> prize
- Eurofleurs Croatia 2013
- Selected for Urban Crafts 2013: Silver medal
- Battle to represent Belgium in the European Championship 2015: 1st
- Concour mondial des fleuristes Tours (France) 2015 : Bronze
- Europa Cup 2016 in Genoa
- Eurofleurs 2017: Silver medal
- International Indoor Floriculture Competition Taiwan 2018: Gold.

[sorevanlaer@hotmail.com](mailto:sorevanlaer@hotmail.com)

[www.sorevanlaer.be](http://www.sorevanlaer.be)