



Essen, December 20, 2018



Performance Show for Producing Horticulture:

From the Plant to the Technology - Gardeners Find All the Relevant Products and Services at IPM ESSEN 2019

Sustainability and Climate Are Defining Subjects at the World's Leading Fair

From January 22 to 25, 2019, the entire international green sector will congregate at Messe Essen. Around 1,600 exhibitors from nearly 50 countries will show their innovations in the Plants, Technology, Floristry and Garden Features areas. At IPM ESSEN, producing horticulture traditionally finds the newest technology, innovative substrates as well as a comprehensive selection of plants: from ornamental plants and hydrocultures via herb, vegetable and fruit plants right up to Mediterranean growths and tree nursery goods. All the leading plant breeders and marketing organisations will be represented. As a supplement to the range available from the exhibitors, IPM ESSEN will offer an excellent supporting programme, e.g. the International Horticulture Forum with the partner country Belgium or the Innovation Showcase.

It will be possible to find plants in all shapes and colours in Halls 1 and 2, in half of Hall 4, in Halls 6, 7, 8 and 8B, in the Galeria as well as in the Foyer of the Grugahalle. Just a look at the range available on the international joint booths reveals how multifaceted the range of plants on offer at IPM ESSEN will be: no matter whether chrysanthemums and stress-resistant summer lindens from the partner country Belgium, air-improving growths from Denmark, yuccas from Costa Rica, drought-resistant plants from Israel, roses from England, balcony tomatoes from France, thick-leaved growths from Mexico, robust tree nursery goods from Poland, little lemon trees from Italy or orchids from Taiwan. Furthermore, breeders with global activities will show their newest plant creations. No fewer than two competitions will serve producing horticulture as an orientation aid about what varieties will be popular on the market in the near future: Amongst all the plant exhibitors at IPM, the Innovation Showcase in Hall 1A will choose the best new breeds in the "Bedding and Balcony Plants", "Tub Plants", "Flowering House Plants", "Cut Flowers", "Woody Plants" and "Shrubs" categories. The Show Your Colours Award on the BIZZ booth in Hall 8 will highlight perennial plants which will be particularly easy to market as a result of their special properties. The



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

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exhibitors at IPM ESSEN will also include national and international marketing organisations: Landgard, Royal Flora Holland, Floradania, GASA and Veiling Rhein-Maas will be represented. The BGI Trade Centre in Hall 1 will be a suitable place for networking. Services of the wholesale trade will be presented on the area of the Association of the German Flower Wholesale and Import Trade (BGI).



Horticultural Info Centre Congregates Green Trade Associations in One Place

The Horticultural Info Centre in Hall 1A will be a must for every gardener: The Central Horticultural Association (ZVG), the ideal sponsor of IPM ESSEN, as well as the co-organiser, the North Rhine-Westphalia State Horticultural Association, will present their extensive spectra of services. The range on offer will be completed by the Federal Association for Ornamental Plants (BVZ), the Federal Association of Retail Gardeners (BVE) as well as the Federation of German Cemetery Gardeners (BdF) which will provide information about production and service questions and will introduce new ranges of available services. In addition to the trade associations, institutions from the fields of advice, science, research, training and further education will introduce their newest findings. In this connection, the teaching show will be one point of attraction. Under the motto "Underground Good!", everything here will revolve around the optimisation of the root area.

The Correct Technology is Decisive

No matter whether a green plant, an ornamental plant or a vegetable plant - the correct technical equipment is needed in order to be able to produce healthy and high-quality plants in an efficient way. In Hall 3 and in half of Hall 4, it will be possible to encounter not only suppliers of greenhouses, plastic films, potting machines as well as irrigation and fertilising systems but also manufacturers of substrates and fertilisers in a concentrated form. All the market leaders will be represented and will provide comprehensive advice.

Horticultural Forum with the Partner Country Belgium

As is tradition, the International Horticulture Forum on January 24 will focus on the partner country and will offer the participants insights into new horticultural findings. In 2019, Belgium will take up the subject of "Sustainability in the Horticulture of the Future". The speakers will include high-ranking experts from the "Ornamental Plant Cultivation Technopool" which the two Belgian research institutes, the "Proefcentrum voor Sierteelt" (PCS - Ornamental Plant Research)

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and the "Instituut voor Landbouw-, Visserij- en Voedingsonderzoek" (ILVO - Research Institute for Agriculture, Fisheries and Food), founded together with the Ghent University and the University College Ghent.



Know-How and Networking:

Seminar Series on "Green Cities for a Sustainable Europe"

The EU campaign called "Green Cities for a Sustainable Europe" will make municipal decision takers, urban planners, landscape architects, horticulturalists as well as landscapers from all over Europe enthusiastic about green urban development and will network them. Against this background, the Federation of German Tree Nurseries (BdB) will, in cooperation with "THE GREEN CITY" foundation, invite people into the West Congress Centre at Messe Essen on January 23 for the discussion about the future subject of "Urban Green Areas in the (Climate) Change". Here, specialists in horticulture will learn what varieties will be able to survive in urban green areas in the future. The lecture subjects will include "Urban Planning of the Future: From Grey Facades to Green Lungs" and "Old and New Ranges of Woody Plants in the Climate Change".

Go to the Fair More Cheaply with the Online Ticket

Tickets for IPM ESSEN are already available on the website now - and that without any waiting times and at cheaper prices than in situ. A one-day ticket costs Euro 22 online and Euro 33 at the ticket office. Any interested people can find all the prices and the ticket types as well as additional information about how to travel to the fair and to book accommodation at: www.ipm-essen.de.

Well-Informed with the Fair App

Furthermore, the free IPM ESSEN app for iOS and Android will offer all the relevant information about the horticultural event of the year: from the list of exhibitors via the supporting programme right up to a note function as support for a structured visit to the fair. Two weeks before the beginning of the fair, the app will be available for downloading from the Google Play Store or the Apple App Store.

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About IPM ESSEN

IPM ESSEN is the world's leading fair for horticulture. From January 22 to 25, 2019, around 1,600 exhibitors from almost 50 nations will present their innovations along the entire value added chain in the green sector: from plants and cut flowers in all colours and shapes via the newest technology and floristry on the highest level right up to the sales-promoting equipment for the point of sale. Belgium will be the partner country of IPM ESSEN in 2019.

