



Essen, November 7, 2016

IPM ESSEN 2017:

35th World's Leading Fair for Horticulture is in the Starting Blocks

The Netherlands are the Partner Country and the Innovation Showcase is Celebrating an Anniversary

From January 24 to 27, 2017, the international green sector will be guests at Messe Essen. IPM ESSEN will portray the entire value added chain of plant production: Around 1,600 exhibitors from 50 countries will show their innovations in the Plants, Technology, Floristry and Garden Features areas. The signs are on course for success: All the market leaders have confirmed their participations. In particular, the official national booths are registering growth. The Innovation Showcase will celebrate its tenth anniversary and will be one of the highlights of the extensive supporting programme. Furthermore, the 35th world's leading fair for horticulture will have a partner country: the Kingdom of the Netherlands.

IPM ESSEN is well-known for its high internationality on both the exhibitor and visitor sides. In 2017, the international joint booths will be supplemented by another country, i.e. Japan. Bonsai will be on display. Belgium will occupy three exhibition areas for the first time. India has booked additional area. Other national participations will come from China, Costa Rica, Denmark, Great Britain, France, the Netherlands, Israel, Italy, Portugal, Poland, Spain, Sri Lanka, South Korea, Taiwan, Turkey, Hungary and the USA.

Kingdom of the Netherlands is the Partner Country

IPM ESSEN 2017 will be characterised by the partner country, the Netherlands. The motto will be: "Two Countries, One Passion". For years, the world's leading fair for horticulture has been an important presentation platform for the green sector in Germany's neighbouring country - Around 400 Dutch exhibitors will present their expertise and networks in 2017. The International Horticultural Forum will also deal with Dutch horticulture and will invite visitors to a discussion on January 26.



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IPM ESSEN: The Fair of Innovations and Trends

IPM ESSEN will be characterised by innovations and trends. Plants of all kinds and in all forms will be presented - no matter whether ornamental plants, vegetable plants, cut flowers, shrubs, trees or perennial plants. According to the projection, over 68,000 different plant breeds will be on show - a lot of them will be world premieres. Numerous competitions will acknowledge the innovative force of the sector: The Innovation Showcase will celebrate its tenth anniversary in 2017. All the exhibitors at IPM ESSEN are being called upon to submit their plants in the following categories: Spring-Flowering Plants, Bedding and Balcony Plants, Tub Plants, Flowering House Plants, Green House Plants, Cut Flowers as well as Woody Plants. An expert jury will honour the most outstanding new breeds on the day before the fair. The winners will be announced on the opening day. For the first time, there will be a public prize at IPM ESSEN 2017 in addition. The visitors will be allowed to choose their favourites during the period of the fair, just as also in the case of the Show Your Colours Award in which perennial and woody plants with significant values added and extraordinary stories will be distinguished.

Vegetable Cultivation Technology with a Strong Presence in 2017

From irrigation installations and packaging machines via fertilisers and substrates right up to greenhouses and sales counters - The world's leading fair for horticulture will yield the newest technological trends. In 2017, IPM ESSEN will address not only horticulture but also vegetable cultivation to a greater extent. This new feature will also be reflected in the invitation to compete for the IPM Innovation Award organised by the Representation of interests of the German horticulture industry (INDEGA). New products or technical innovations for the regional or supraregional production of vegetables will be distinguished. The victor will be announced on the first day of the fair.

Floristry on the Highest Level and Hip POS Presentations

Moreover, IPM ESSEN will be an international trendsetter in the Floristry area. Flowery inspirations, new ideas and innovative floral designs for successful marketing in the specialised flower trade will be presented, for example, by the big live shows in the FDF World. National and international stars on the floristry scene will introduce themselves on the event stage of the Trade Association of German Florists (FDF) in the Green City in Hall 1A. The FDF World will be the meeting place for florists from all over the world at IPM ESSEN. Also in the Green City, the specialised trade will find new flowery marketing concepts on the areas of FDF and

INFORMATION



Bloom's as well as in the g&v Creative Centre. The green associations will be available for the exchange of specialist opinions in the Horticultural Info Centre in Hall 1A.

Further information: www.ipm-essen.de