



Information

Final Report on IPM ESSEN 2012

IPM ESSEN is the Central Stage for Worldwide Commerce in the Green Sector

59,600 Trade Visitors Saw Innovations of the 1,517 Exhibitors from 44 Countries

IPM ESSEN 2012 was not only the mood barometer but also the economic barometer for the worldwide green sector. 36 percent of the visitors came from abroad - that corresponds to a rise in the foreign proportion by ten percent. This rise in the internationality with a very high quality at the same time (74 percent of the IPM visitors were decision takers) characterises the great success of the 30th IPM ESSEN which now came to an end at Messe Essen. 59,600 specialists from more than 90 countries obtained information and placed orders with 1,517 exhibitors from 44 countries. "The 30th IPM ESSEN was a superlative," agreed Frank Thorwirth, Chairman and CEO of Messe Essen, and Egon Galinnis, Managing Director of Messe Essen. "On the occasion of the 30th birthday, IPM has received the nicest gift from the exhibitors and the visitors who are confirming the concept of IPM by their success."

The 30th IPM ESSEN was ceremoniously opened by the Federal Minister of Agriculture Ilse Aigner. She praised the fair as an information hub and an international marketplace which entices exhibitors and guests from all over the world. Heinz Herker, President of Zentralverband Gartenbau (ZVG - "Central Horticultural Association"), highlighted the success factors of IPM ESSEN, i.e. open-mindedness, knowledge transfer and enthusiasm for innovations. Even after the 30th birthday, it will not rest on its laurels, stressed Heinrich Hiep, President of Landesverband ("Federal State Association"), Chairman of Landesverband Gartenbau Rheinland ("Rhineland Federal State Horticultural Association") and Chairman of the Advisory Board for the Fair.

88 Percent of the Visitors are Expecting a Positive Economic Trend in the Sector

Information about innovations, market orientation and maintaining business contacts were crucial for the trade visitors' participation in IPM ESSEN 2012. In this respect, the fair once again proved to be the meeting place of the decision takers and a first-rate networking platform: 74 percent of the visitors have an influence on



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purchases and procurements in their companies. One in three visitors placed orders directly at IPM or planned to order something during the visit to the fair. Another 28 percent are expecting to conclude contracts after the fair on the basis of the obtained information and the acquired contacts. There were good marks for the comprehensive range on offer and for the internationality of the fair. The trade visitors are satisfied with the economic development; 88 percent made a positive assessment of the economic trend in the sector.

Federal Minister of Agriculture Ilse Aigner Honoured IPM Innovations 2012

Within the framework of the official opening ceremony of IPM ESSEN, the Federal Minister of Agriculture Ilse Aigner honoured the IPM Innovations 2012. Plants from five categories received prizes in the competition initiated by Zentralverband Gartenbau. The Begonia Hybride Glowing Enders (Florensis Deutschland) was honoured in the Bedding and Balcony Plants category. The most attractive Blossoming House Plant in the competition is the Kalanchoe interspecific hybrid Paris Evergreen (Queen). The Lavandula angustifolia Momparler (Orvifrusa) won the coveted mark of distinction in the Perennial Plants category. In the case of the Woody Plants, the Nandina domestica Obsessed (Plantipp BV) was able to convince the jury of experts. The vetch Lathyrus odoratus (Japan Flower Trade Council) won in the Cut Flowers category. As a captivating gift for Valentine's Day, the jury honoured the Primula hybride Belarina Valentine (Kientzler) with a special prize.

Numerous Marks of Distinction Awarded at IPM ESSEN

In 2012 as well, IPM ESSEN offered the ideal stage to honour the best in various competitions. Plants with value added were the focus of attention of the international competition entitled "Colour Your Life Award IPM 2012" which Messe Essen had organised together with Plant Publicity Holland (PPH). The prize was won by the Dutch company Van den Berk for its roof tree called "The Swing" which, thanks to its curved trunk shape, permits new ways of utilisation, e.g. as a source of shade for terraces.

The "Blu Blumen" horticultural business of Mario and André Segler from Langenberg is the holder of the Horticultural Prize 2012 of the Federal State of North Rhine-Westphalia (NRW). Johannes Rimmel, Minister of Climate Protection, Environment, Agriculture, Nature Conservation and Consumer Protection of the Federal State of NRW, conferred the prize during the opening ceremony of the 30th IPM ESSEN. The creative development and introduction of the "Blu! ... Healthy & Tasty" brand for edible plants are acknowledged with the mark of distinction. The Horticultural Prize of NRW was awarded for the fifth time in this form and is endowed with Euro 2,500.

For the 15th time already, Indega (Interessenvertretung der deutschen Industrie für den Gartenbau - "Association Representing the Interests of the German Horticultural Industry") presented its prize for technical progress. From the numerous submissions, the specialist jury established the winner to be the company RAM Mess- und Regeltechnik from Hersching which was honoured for its newly developed measurement and analysis technology.

Flowery Displays on a World-Class Level in the FDF Florist Event Center

The visit to IPM ESSEN 2012 was a must for the international floristry world. In the FDF FloristEvent Center in Hall 1A / Green City which was full right down to the

last place, Fachverband Deutscher Floristen (FDF - "Trade Association of German Florists") presented the entire spectrum of flowery creative power. Space-consuming objects from the best of the best aroused the enthusiasm of florists and of the numerous media representatives in this sector. Helmuth Prinz, President of Fachverband Deutscher Floristen: "IPM ESSEN 2012 has presented itself in a strong, varied, dynamic and creative form at the highest level! For FDF, it was thus once again the gateway to the international floristry world in its anniversary year too."

In a breathtaking stage scenario, the top-class international florist Gregor Lersch, Germany's champion florist Thomas Gröhbühl and Felix Geiling-Rasmus unleashed an artistic flowery interplay of colours, structures and proportions before the eyes of the international visitors. Marry Mania, the glamorous wedding show, presented innovative flower designs for the most beautiful day in your life. Parallel to these floristic highlights, FDF introduced sales-promoting floristry programmes for successful flower marketing. These included the new BBH/FDF Bouquet Offensive which, amongst other products, recommends high-bound long-stemmed bouquets in a natural design for 2012.

There were other flowery highlights on the upper storey at IPM. Atmospheric theme islands, the Mediterranean piazzas, guided the trade visitors through the Floristry section in a flowery form. Germany's champion florist Thomas Gröhbühl had displayed the ranges of the exhibitors in a flowery form. The IPM competitions in Hall 9.1 as well as the new Albert Helmes Hall were also attractive crowd-pullers. Congratulations went to Joanna Jakoby from Blumen Naskret from Düsseldorf who won the popular Fair Cup this year.

Around 600 Pupils on the Training Day

On the Training Day, around 600 pupils from Classes 9 and 10 at general schools were able to get to know "green occupations" in a different way for once. They firstly obtained information from short films and were then informed about the occupations of gardeners and florists in direct discussions with trainers and trainees. The event was rounded off by a pupils' rally across IPM ESSEN.

Valuable Information in the Horticultural Forum on Eastern Europe

The Horticultural Forum on Eastern Europe once more proved to be an outstanding platform for exchanging information and establishing new contacts for entrepreneurs with business activities in or with Poland. Experts from Poland presented how efficient the tree nurseries in their country are. Today's tree nurseries are successfully upholding Poland's long tradition in the breeding and cultivation of woody plants. In recent years, these have invested a lot in production technology and have caught up with the international market, said the journalist Alicja Cecot. Bronislaw Szmit from the tree nursery bearing the same name in Ciechanow dealt with the large number of outstanding Polish breeds of woody and climbing plants. Mateusz Milczynski emphasised the strength of Polish plants which are produced in a high quality in a continental climate and are therefore hardy and healthy at the home of the end customer.

IPM ESSEN is Regarded as a Favourite Date in the Sector in 2013 as Well

The high satisfaction of exhibitors and visitors is also reflected in the intention to visit the fair once again. Even now, 93 percent of the exhibitors and of the visitors already stated that the dates of the next IPM ESSEN on January 22 - 25, 2013 are a must for them.

Exhibitors' Opinions on IPM ESSEN 2012

Andreas Krebs, Managing Director for Sales, Scheurich GmbH & Co. KG:

"We are very satisfied with IPM. During the fair, we were able to speak with customers from all fields, above all from the specialised trade, and have written a lot of orders. IPM takes place exactly at the right point in time. It is important that we have this international forum. Our visitors came from a large number of countries, many of them from Eastern Europe - a strong growth market."

Stuart Booker, Trade Association Manager, Commercial Horticultural Association:

"We have once more enlarged the areas of the British cooperative booths. Our members have a great interest in IPM ESSEN. This year alone, five new firms have participated in IPM. That was our largest presence ever. The fair has become considerably more international over the last few years. Our British companies were also visited by a lot of very important British purchasers. IPM is so significant in the worldwide market. The fair is the perfect opportunity to introduce new products."

Helge Duderstadt, Sales, Tangoo schöne Geschenke:

"IPM has gone pleasingly well for us. The willingness to buy was there. Many customers are preparing for spring; our ceramic products fit into this season outstandingly. It was our fourth IPM and our most successful too."

Frank Teuber, Managing Director for Central Europe, Blumenbüro Holland ("Holland Flower Office"):

"It is an IPM just as we like it! For Blumenbüro Holland, IPM 2012 differs from the fairs in the previous years to the extent that we have extended our exhibition area substantially, with 500 square metres in the Galeria. As a flower and plant fair, IPM is an important meeting place in order to maintain our international and national contacts and to inform our customers about our consumer campaigns directly at the beginning of the year. We have received good feedback at IPM. That is very important for our work."

Angelika Pavel, Marketing & Sales, Arpolith:

"We have presented ourselves at IPM for the second time and can only say: It was simply super yet again! We would like to bestow gigantic praise on the entire fair team. We have been looked after outstandingly during the fair. Four days' long, we had a great response on the booth and a great interest in our new products. We were particularly pleased about the competent trade public from all four corners of the earth. We are just very content."

Peter van der Meulen, IBH:

"For us, IPM was very successful all round! We were able to build up a lot of new contacts and to instigate business relations. It was nice to see that people are still investing in horticultural centres. IPM 2012 went even better for us than in 2011."

Aidan Campion, Business Development Manager - Europe, Bord Na Móna:

"We are very satisfied! IPM is simply Europe's absolute number one as far as plant fairs are concerned. We had four very successful days here: Around the clock, our booth was well visited and we were able to establish a lot of contacts. The international and qualified trade public which you encounter during IPM ESSEN was especially worthwhile for us."

Harald Braungardt, Managing Director - CEO, STEP Systems GmbH:

"This year, we particularly noticed the continuous rise in the international participation in IPM. What formerly tended to be a local great is today the world's leading fair within the green sector. We had visitors from all over the world on our booth, e.g. from Canada, Russia, Kazakhstan and China. In our sector, nobody can afford to miss IPM ESSEN now. The professionalism of the public was also evident. Here, you come across exclusively trade visitors. Although the four days were strenuous, they were strenuous in the positive sense: We are very content and it has been fun!"

Mario Faro, Piante Faro:

"IPM ESSEN has once more confirmed itself as the most international event in the sector. We have had a lot of good contacts and have greeted a lot of regular customers on our booth. The strong presence of visitors from Turkish tree nurseries was especially conspicuous."

Loretta van den Brand, Communication Coordinator for Flowers, Takii Seed:

"We have presented ourselves at IPM ESSEN for the first time. And it has been worthwhile: We had a very high visitor frequency on the booth. Thus, we had the opportunity to make our name better-known and to establish important contacts. The whole organisation was perfect as well. We are all completely satisfied!"