

Essen, 03 November 2015

IPM ESSEN 2016 from 26 to 29 January at Messe Essen:

**The entire international green industry is invited to the world's leading trade fair for horticulture**

New fair trade sector and Guatemala's first official national participation

From plants to technology, floristry and garden features – the entire horticultural value chain is represented at the IPM ESSEN. No other trade fair provides such a comprehensive overview of the market. From 26 to 29 January 2016, around 1,600 exhibitors from over 45 nations will present their innovations to top trade and industry visitors from all over the world. The world's leading trade fair for horticulture is accompanied by a comprehensive programme. Fair trade will have its own exhibition area for the 34th IPM ESSEN.

All the market leaders have confirmed their participation in the world's largest and leading trading and information platform for the green industry. With about 105,000 square metres of exhibition space, the world's leading trade fair IPM ESSEN will once again occupy the entire Messe Essen exhibition centre. And the fair, which is under the auspices of Federal Agriculture Minister Christian Schmidt, can hardly be surpassed in international participation.

**New national exhibition booths:**

A total of 20 countries have organised one or even several community booths at the IPM ESSEN – in all areas. Guatemala is a new participant exhibiting cut flowers, potted plants and perennials. China, France, the United Kingdom, India and Taiwan have expanded their booths. And there are additional national booths from Belgium, Costa Rica, Denmark, the Netherlands, Israel, Italy, Portugal, Poland, Spain, Sri Lanka, South Korea, Turkey, Hungary and the United States.

**Fair trade: an important issue for the green industry**

Fair trade products are becoming increasingly important for sales. Awareness is growing among end users. After coffee, the second most popular fair trade product in Germany is cut flowers. According to the latest annual report by TransFair, sales reached more than 118 million euros in 2014 and continue to rise. So fair trade,



MESSE ESSEN GmbH  
Messegelände West Norbertstraße  
Postbox 10 01 65  
45001 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](http://www.messe-essen.de)  
[www.ipm-essen.de](http://www.ipm-essen.de)  
Veröffentlichung kostenfrei –  
Beleg erbeten  
Publication free of charge –  
Copy requested

## INFORMATION



certification options and the various associated labels are playing an increasingly important role at the IPM ESSEN 2016. A compact presentation space is planned for exhibitors whose products have already been certified with a fair trade seal. How does fair trade work? What does fair trade mean? What are the standards? These questions and others are answered for visitors and exhibitors at an accompanying information and discussion forum.

### **The Internationales Gartenbauforum (International Horticulture Forum) and DIE GRÜNE STADT (THE GREEN CITY)**

Some highlights of the extensive programme of presentations are already set. Great Britain is the partner country of the International Horticulture Forum on 28 January 2016. In cooperation with INDEGA – Interessenvertretung der deutschen Industrie für den Gartenbau e. V. (Association for the Representation of the Interests of the German Horticulture Industry) and the Verlag Eugen Ulmer (Eugen Ulmer Publishing House), experts will be discussing the opportunities and challenges associated with gardening in the UK. Sue Biggs, Director General of the Royal Horticultural Society, will emphasise the importance of the United Kingdom as a partner country. She will visit the IPM ESSEN 2016 and give a short welcoming speech during the opening ceremony.

On Wednesday, 27 January 2016, THE GREEN CITY foundation will host an information forum especially for urban planners, arboriculturalists, garden and landscape architects and municipal policy makers. The theme for 2016 is the green future – cities need new product choices.

### **Platform for award ceremonies**

The IPM ESSEN is traditionally the place where the latest varieties of plants and creations, as well as innovative technology, are first presented and given awards. Now another prestigious award ceremony is joining the Neuheitenschaufenster ("New Product Showcase"), Show Your Colours Award and the INDEGA-IPM Innovation Award: For the first time, the AIPH (International Association of Horticultural Producers) is handing out the "International Grower of the Year Awards" at Messe Essen. Plant breeders from all around the world are honoured for their outstanding achievements in the categories of finished products, young plants and cut flowers.

## Green City meeting point

Hall 1A is being transformed into the Green City during the IPM ESSEN. Green industry experts, organisations and associations will meet here. The Zentralverband Gartenbau e. V. (ZVG) (Central Horticultural Association) as well as the Landesverbände Gartenbau Rheinland und Westfalen-Lippe e. V. (Rhineland and Westphalia-Lippe Federal State Horticultural Associations) will discuss their services and offerings at the Information Centre. The 2016 ZVG presentation will be "Gesunde Zierpflanzen – eine Herausforderung an Produktion und Handel!?" (Healthy Ornamental Plants: A Challenge for Production and Trade!?)

## Floristry at the highest level

In the Green City in the FDF Florist Event Centre, top international floristry is on the programme. The Fachverband deutscher Floristen e. V. – Bundesverband (Trade Association of German Florists – Federal Association) (FDF) stage shows will put the stars of the scene in the spotlight. Marcel Schulz, German Master Florist and German participant in the Europa-Cup 2016, Mehmet Yilmaz, who started for Turkey in the World Cup for Florists in Berlin, and Elisabeth Schoenemann, 2010 Runner-up for Florists, State Prize Winner and Regional Master in North Rhine-Westphalia will be showing new best-selling floral arrangements.

The "Floral Design" Group from North Rhine-Westphalia will present planted, arranged and potted spring flowers.

At the Teachers of Floristry show, international teachers will provide insights into their teaching philosophy. The stage show will be moderated by Gregor Lersch and Brigitte Heinrichs.

The FDF will bring Korean top floristry to the IPM ESSEN 2016. Oh Myeon, master florist and Director of the Floral Art School in Seoul, Lim Kyoungtaek, and Kim Hyang Hak will delight visitors with flower styles made in Korea.

The FDF will address the topics of future, vision and innovation in its 2016 presentations and informational offerings. Floral inspiration and new ideas for the successful positioning of the floral industry will be addressed in individual units on the topics of FDF Education, FDF Projects, 16, FDF Partner, FDF Future Lab and FDF Cloud.

## New ideas for point of sale

The IPM ESSEN 2016 is presenting inspiring and innovative point-of-sale solutions at two exhibition spaces in the Green City in Hall 1A. At the BLOOM's Special Show and g&v CreativCenter, trade visitors will find fresh ideas for product

presentation. Strong marketing concepts can be seen for both classic as well as newer, trendy floristry.

## Green Careers

The next generation of floristry professionals is a big issue at the IPM ESSEN. Pupils from grades 8 to 10 can experience green occupations first hand during the Training Day.

The Federal Ministry for Economic Affairs and Energy will be supporting a joint booth for young innovative companies again. And participating start-ups will have the exclusive opportunity to present their products for the first time to the world – at reasonable booth prices. In 2016, there is a greater need for exhibition space expected than in 2015.

The Green Careers Wall in Hall 4A offers the opportunity again this year for exhibitors to advertise job vacancies and visitors to post their interest in positions. The job exchange is offered in cooperation with the Verlag Eugen Ulmer (Eugen Ulmer Publishing House). This year, there will be "speed dating", where exhibiting companies introduce themselves to potential employees in personal conversations.

Further information is available at: [www.ipm-essen.de](http://www.ipm-essen.de)