

28 – 31 JANUARY

ENDLESS GREEN VARIETY



The world's
leading trade fair
for horticulture

PLANTS
TECHNOLOGY
FLORISTRY
GARDEN FEATURES



PURCHASE TRADE VISITOR TICKET →

FLORISTRY SPECIAL →

GARDEN MARKET SPECIAL →

WWW.IPM-ESSEN.DE #ipmessen #weareipmessen

MESSE
ESSEN

GREEN SOURCE OF INSPIRATION, STRONG DRIVER OF INNOVATION

As the world's leading trade fair for horticulture, IPM ESSEN puts the spotlight on the latest industry topics each year: new plant varieties, technological innovations, floristry trends and an extensive range of garden features. Take advantage of the order platform and discover a wide range of products and services when IPM ESSEN connects the global green sector at the start of the new horticultural season.

TOP PLATFORM

1,403

exhibitors from
43 nations

TOP NETWORK

92 %

of trade visitors plan
to visit again

TOP OPPORTUNITY

92 %

of trade visitors recommend
visiting IPM ESSEN
to others

TOP INTERNATIONALITY

66 %

international exhibitors,
34 % of exhibitors from Germany

TOP BUSINESS

83 %

of exhibitors rate
IPM ESSEN as important
or very important





IPM ESSEN is both a marketplace and a source of inspiration: various special shows such as the IPM Discovery Center and the Innovation Center Horticulture Technology as well as guided tours on exciting topics offer you fresh incentives. Presentation areas and forums are continually adapted to align with current market trends, keeping you informed and up-to-date.

IPM IMPULSES

TREND TOPIC SUSTAINABILITY The cultivation of climate-resilient plants is on the rise. This is because species that can withstand both heavy rainfall and heat are playing an increasingly important role in both private gardens and urban greening. Peat substitutes and resource-efficient production are also topics at IPM ESSEN.

[SUBSCRIBE TO NEWSLETTER](#) →

[DISCOVER THE IPM PODCAST](#) →



BE PART OF THE GREEN NETWORK

With over 1,400 exhibitors and a significant international presence, attracting trade visitors from 106 countries, IPM ESSEN serves as the main platform for the green sector. Find new business contacts and expand your network. Get advice and place your orders directly at IPM ESSEN, which not only offers a wide variety of plants, but also more new plants than any other trade fair.

**IPM ESSEN inspires –
what the community says**



[Video >](#)



∞ IPM IMPULSES

TOPIC PEAT The horticultural sector is keeping up with the times: this is demonstrated by new peat substitutes and substrate mixtures. But the goal has not yet been attained. It takes time to develop reliable substitute products that are available in sufficient quantities from new and current raw materials. IPM ESSEN is focusing on this industry topic.



BUY TRADE VISITOR TICKET



OUR EXHIBITION AREAS

Pioneering innovative strength along the entire value chain: IPM ESSEN covers a full range of horticultural aspects – from plant production and horticultural technology to garden features at the POS and product marketing.



[Picture gallery >](#)

PLANTS

Discover the impressive range of plants: from nursery and green plants to flowering pot plants, perennials, cut flowers, herbs and vegetables, bulbs and seeds to bonsais. IPM ESSEN covers the entire range of plants in its full width and depth.



[Picture gallery >](#)

TECHNOLOGY

Gain inspiration from numerous practical technical innovations. Exhibitors will be showing greenhouses, irrigation and drainage systems, measuring and regulation equipment, soil, peat and substrates, as well as growing pots, commercial vehicles, machinery and equipment.

∞ IPM IMPULSES

ORNAMENTAL PLANT MARKET Inflation, reduced per capita spending on garden plants, high operating costs for production companies and a shortage of skilled labour are having a major impact on the ornamental plant market. *IPM ESSEN* addresses this market situation and is an order platform for flowers and ornamental plants. Meet all the relevant target groups, including garden designers, landscapers, garden centre operators and nurseries.



[Picture gallery >](#)

FLORISTRY

IPM ESSEN offers you the latest floristry trends and an up-to-date range: decorations, florists' requisites, candles and wickerwork, plant pots, garden gourmet, dried flowers and supplies for indoor and outdoor use. Here floristry retailers and garden centres can discover valuable inspiration.



[Picture gallery >](#)

GARDEN FEATURES

Discover our diverse range of features: from shop design and interior equipment to garden features and living accessoires, software, IT consultancy and industry associations, as well as research and science institutions – the range is versatile and extensive.

INNOVATIVE AND INSPIRING IN 2025: THE SPECIAL SHOWS

Adapted annually to current global market requirements, IPM ESSEN offers varied and informative special shows: diverse product presentations, tours with experts, topic-specific forums and much more.

Brand new: the Landgard-Frühjahrsordertage as an attractive enhancement for the green trade and a special forum for gardeners focusing on young plants. In addition, some special shows have been repositioned. This ensures short distances and a good mix of products, special shows and communication areas.



[Picture gallery >](#)

[Video >](#)

IPM DISCOVERY CENTER *NEW LOCATION IN HALL 5*

This experiential POS World is a showroom and communication area in one. Here, a variety of products are combined to create sales-boosting concepts, with fully realised shop setups on display. Your advantage: Get to know innovations in one of the guided tours. [MORE INFORMATION](#) →



[Picture gallery >](#)

HORTICULTURE INFOCENTER *NEW LOCATION IN HALL 4*

Horticultural associations present their entire range of services and are available for exchanges with their members. In addition, the Educational Show will provide an in-depth illumination on a top industry topic. The IPM Novelty Showcase will also present the latest varieties on the ornamental plant market and award prizes in various categories to newcomers of the year. [MORE INFORMATION](#) →

MEETING POINT CLIMATE TREES AND PERENNIALS *IN HALL 6*

Guided tours on themes that include sustainability, climate-resistant trees and insect-friendly perennials: industry experts provide exciting insights and impart informative practical knowledge. The themed tours take place daily. With a meeting point for networking. [MORE INFORMATION](#) →

YOUNG INNOVATORS *IN HALL 6*

Get to know the newest businesses in the horticultural sector. Start-ups will present their products and services to an international trade audience at a joint stand sponsored by the Federal Ministry for Economic Affairs and IPM ESSEN.

[SUPPORTING
PROGRAM COMPACT](#) →

[FLORISTRY SPECIAL](#) →

[GARDEN MARKET SPECIAL](#) →

FDF WORLD

NEW LOCATION IN HALL 5

Top-class live shows with leading international florists, creative workshops, stage events and hands-on activities. The Professional Association of German Florists (FDF) and its partners will provide plenty of inspiration for successful floristry retail trade. [MORE INFORMATION](#) →



[Picture gallery](#) >



[Picture gallery](#) >

INNOVATION CENTRE HORTICULTURE TECHNOLOGY IN HALL 4

The forum with lectures and talks on exciting technical topics of today and tomorrow. Additionally, start-up companies and research and science projects will showcase their work in the nearby joint area. [MORE INFORMATION](#) →

NEW AT IPM ESSEN 2025



GARDENERS FORUM WITH A FOCUS ON YOUNG PLANTS

NEW IN HALL 2

Especially for gardeners, breeders and young plant producers: the new forum provides valuable insights into the latest developments and trends in the young plant sector. The mix of keynote speeches, panel discussions, innovations, best practices and guided tours promotes knowledge transfer and creates opportunities for networking.

MORE INFORMATION →



LANDGARD-ORDERTAGE | FRÜHJAHRSEDITION

NEW IN HALL 1A

The integration of the Landgard-Ordertage | Frühjahrsedition into IPM ESSEN creates an even more attractive central marketplace for **flowers and plants**. This provides the international green trade with a convenient opportunity to gather information on diverse product ranges, new products and upcoming retail campaigns at the start of the season, all in one location, and to place orders directly. **MORE INFORMATION** →

∞ IPM IMPULSES

VENUE FOR AWARDS

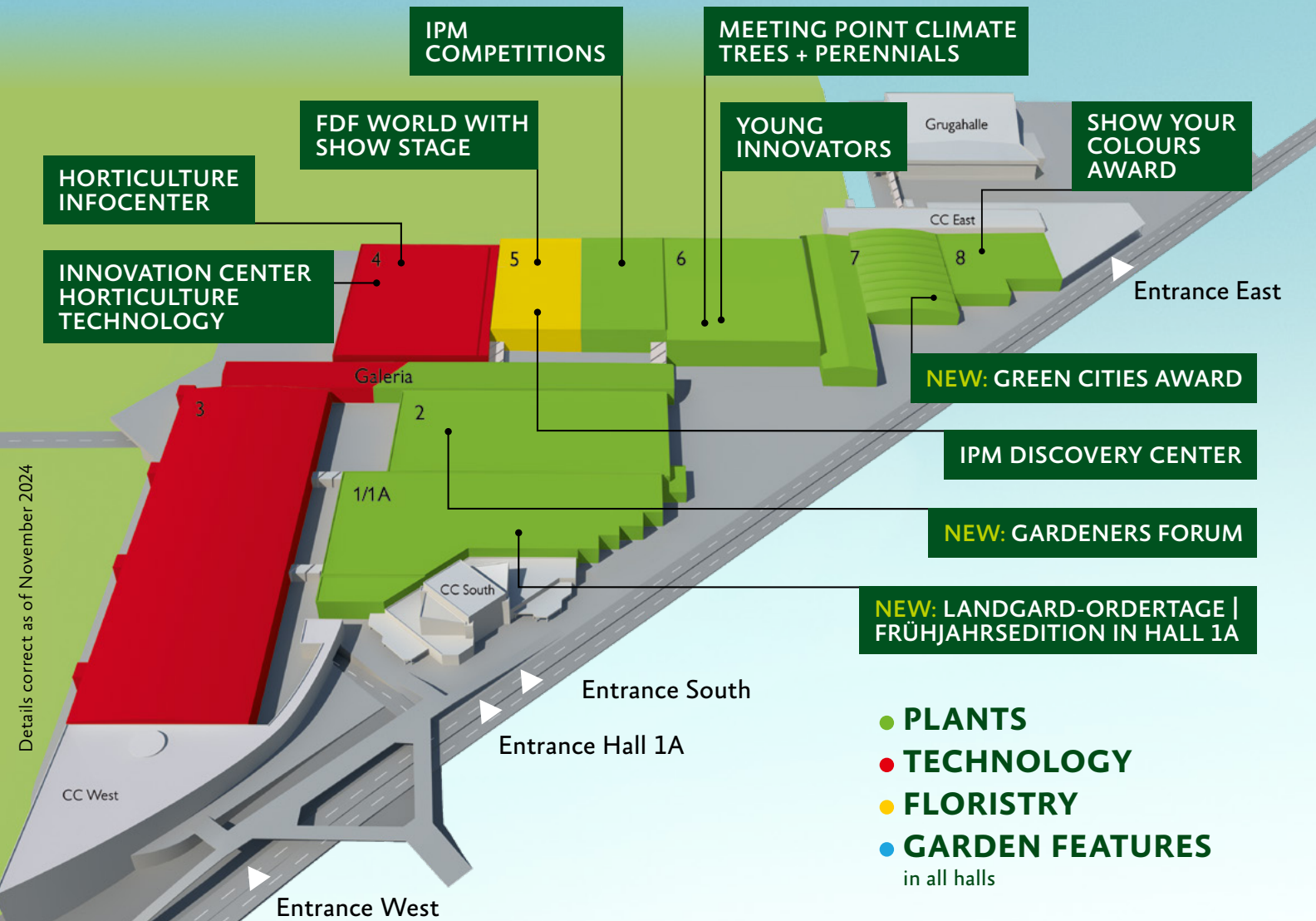
Every year, IPM ESSEN serves as the platform for various award ceremonies in which the industry honours new plant cultivars, practical floristry products, outstanding plant storytelling and the top ornamental plant producers, among others.

**SUPPORTING
PROGRAM COMPACT** →

FLORISTRY SPECIAL →

GARDEN MARKET SPECIAL →

INFINITE GREEN VARIETY IN ONE PLACE



Details correct as of November 2024

∞ IPM IMPULSES

MAKE YOUR POS WORK FOR YOU Concepts will be presented on how sustainable solutions such as biodegradable packaging materials, plant pots or floristry trends can be integrated into the retail sector. The focus will also be on products that enhance the product range in the areas stationery, tableware and food.

PLAN YOUR VISIT TO THE
TRADE FAIR WITH THE HELP
OF OUR EXHIBITOR LIST →

THE IPM ESSEN PARTNER NETWORK

- Federation of German Nurseries (Hall 7)
- European DIY Retail Association – EDRA/
Global Home Improvement Network – GHIN
- Professional Association of German Florists – Federal Association (Hall 5)
- Professional Association of German Florists – NRW State Association (Hall 5)
- German Garden Industry Association (Galeria)
- International Association of Horticultural Producers – AIPH (Galeria)
- Regional Horticultural Association of North Rhine-Westphalia (Hall 4)
- Association of the German Flower Wholesale and Import Trade (Hall 1)
- Association of German Garden Centres (Galeria)
- NRW Association for Horticulture, Landscaping and Sports Ground
Construction
- Central Association of Horticulture (Hall 4)

[LEARN MORE](#) →

INTERNATIONAL JOINT PARTICIPATIONS

- Belgium (Halls 2, 6 and 8)
- Costa Rica (Hall 1)
- Denmark (Hall 6)
- France (Halls 2 and 7)
- United Kingdom (Halls 7 and 3)
- Israel (Hall 2)
- Italy (Halls 5 and 6)
- Netherlands (Halls 1 and 8)
- Poland (Hall 6)
- Portugal (Hall 6)
- Spain (Hall 6)
- Turkey (Hall 5)
- USA (Hall 2)

ENDLESS GREEN VARIETY – WORLDWIDE

THE GLOBAL NETWORK OF LEADING HORTICULTURAL TRADE FAIRS

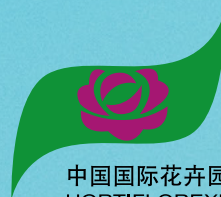
Growtech

20–23 November 2024

Antalya

growtech.com.tr/en >

Growtech Antalya is the world's largest trade fair for the greenhouse sector and an attraction for professionals from the fields of international agricultural production and production horticulture. Discover products and technologies from diverse fields, including greenhouse technology and equipment, irrigation systems, seed development, plant production and substrates.



中国国际花卉园艺展览会
HORTIFLOREXPO CHINA

Powered by IPM ESSEN

10–12 April 2025

Shanghai

en.hortifloorexpo.com >

The intense cooperation between IPM ESSEN and HORTIFLOREXPO CHINA, the foremost horticultural trade fair in China, facilitates the consolidation of skills and expertise. This is geared towards harnessing synergies, reaping their advantages and ensuring business prosperity in the burgeoning Chinese market of tomorrow.

LEARN MORE →





The world's
leading trade fair
for horticulture



IPM ESSEN
28–31 JANUARY 2025

BECOME AN EXHIBITOR NOW →

THE IPM ESSEN TEAM IS LOOKING FORWARD TO SEEING YOU!



ORGANISER

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IPM ESSEN IS OPEN TO TRADE VISITORS ONLY.

ENTRANCE FEES

	<i>online</i>	<i>on site</i>
Day ticket	€ 29.00	€ 48.00
2-day ticket	€ 45.00	€ 70.00
Season ticket	€ 72.00	€ 98.00
Student ticket	€ 14.00	€ 24.00

Group tickets and tickets for vocational school classes are only available online and upon request to: ipm@messe-essen.de

[PURCHASE TRADE VISITOR TICKET](#) →

OPENING TIMES

Tuesday to Thursday
daily: 9 a.m. – 6 p.m.
Friday: 9 a.m. – 5 p.m.

[#ipmessen](#)

[#weareipmessen](#)

WWW.IPM-ESSEN.DE

GETTING THERE

By train →

Convenient journey to Essen main station and with the U11 underground line

By car →

Messeplatz 1, 45131 Essen

By plane →

From Düsseldorf Airport, Terminal A in front of the hall at exit C with the Airport Express Bus (round trip ticket price € 35.00, single journey € 25.00)

SAVE THE DATE!



IPM ESSEN 27–30 JANUARY 2026

STRONG PARTNERS

In cooperation with:

Regional Horticultural Association

North Rhine-Westphalia →

Professional Association of German

Florists (Federal Association) →

Conceptual sponsor:

Central Association of Horticulture →

FLORISTRY SPECIAL

Special bonus for florists:

SALES-BOOSTING TOP TRENDS AND INSPIRATION



Specially coordinated POS concepts and floral lifestyle ideas for florist shops, an extensive product range of floristry accessories and garden equipment, selected living accessories, gift items and table art products, as well as exceptional live shows and creative workshops with top international florists.

[Picture gallery >](#)

ORDER DIRECTLY

IN HALL 5

- Florists' requisites
- Garden decorations
- Flower tubs
- Plant pots
- Living accessories and much more

FDF WORLD

NEW LOCATION IN HALL 5

- Live floristry shows
- Workshops
- Showroom
- Activities to join

[MORE ABOUT FDF WORLD AND THE LIVE FLORISTRY SHOWS →](#)

IPM MESSE CUP 2025

NEW LOCATION IN HALL 5

Effective staging, exciting creations and lots of design fun – in the categories bouquets and container plantings

BLOOM'S TREND PRESENTATION

NEW LOCATION IN HALL 5

Product presentations designed for speciality retailing, event and shop presentations, floristry and learning workshops

IPM IMPULSES

AT THE RIGHT TIME Explore a diverse array of ideas for peak selling seasons in the green sector, including Valentine's Day, Easter and Christmas. You will also find lots of inspiration for other occasions, such as weddings.

[PLAN YOUR TRADE FAIR VISIT →](#)

[BUY TRADE VISITOR TICKET →](#)

GARDEN MARKET SPECIAL



[Picture gallery >](#)

[Video >](#)

Special bonus for operators of garden markets:

FROM PLANNING TO POS PRESENTATION

- Diverse product range with new plant varieties from all over the world
- Great expertise for planning and numerous products for equipping a garden market
- Sales-boosting ideas for product presentations at the POS

PERFECT ADVICE AND DIRECT ORDER

- Shop design and interior equipment, irrigation and drainage systems, heating systems and cooling, greenhouse construction, soil, peats, substrates, plant protection (Halls 3, 4)
- Bedding and balcony plants, flowering pot plants (Halls 1, 2, 5, 6, Galeria)
- Mediterranean plants (Halls 5, 6, 7, 8)
- Nursery plants, perennials (Halls 5, 6, 7, 8)
- Florists' requisites, plant pots, garden decorations (Hall 5)

IPM DISCOVERY CENTER

NEW LOCATION IN HALL 5

- New ideas for marketing and boosting sales
- Guided tours on current trends

MORE ABOUT THE IPM DISCOVERY CENTER →



MEETING POINT CLIMATE TREES AND PERENNIALS

IN HALL 6

- Top topic sustainability
- With meeting point for networking

ABOUT THE TOURS →



PLAN YOUR TRADE FAIR VISIT →

BUY TRADE VISITOR TICKET →

#WEAREIPMESSEN

BECOME PART OF THE COMMUNITY

The world's leading trade fair for horticulture showcases endless green variety – also on social media. The IPM ESSEN podcast “From the Greenhouse” also offers interesting interviews and talks with experts from the green sector.



FROM THE GREENHOUSE – THE IPM ESSEN PODCAST



[Picture gallery >](#)

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REVIEW: IPM ESSEN 2024



Launched in 1983, the world's leading trade fair for horticulture celebrated its 40th edition in January, marking an extraordinary success story. Many long-term business associates, exhibitors and visitors congratulated IPM ESSEN with #congratsipmessen on social media. Our heartfelt thanks to you!



40TH | SUCCESS STORY

