



**GREEN  
GREAT  
GORGEIOUS**

## Essen, Germany

### Overview

The world's leading horticultural trade fair revolves around solutions and innovations in the greentech sector. Here exhibitors increasingly present products that are sustainable and suitable for climate change. These include heat- and cold-tolerant plant and shrub varieties, environmentally friendly and resource-saving packaging solutions, organic fertilizers and substrates, air-cleaning, easy-to-care for indoor plants and pots made of sustainable and biodegradable materials.

Being the leading event focused on horticulture, IPM Essen receives plant producers, large DIY store chains and small stores, nursery and landscape gardeners, authorities and media representatives. Young florists come to Essen to seek inspiration and established companies - fresh ideas. A large percentage of both exhibitors and visitors return to IPM Essen each year.

<https://www.ipm-essen.de/world-trade-fair/>

### Frequency

Annual

### Sectors

Plants / Technology / Floristry / Equipment

### Audience

Decision makers / buyers / option leaders

### Organizer

Messe Essen GmbH