



IPM Essen 2025

Essen, Germany
January 28-31, 2025

The EU is well known for its horticultural (floricultural) industry; however, some special species only grow in the U.S. or have a more attractive delivery window. Ornaments, foliage, and plants/trees are proven horticultural products for Europe. The European market for horticulture is expected to grow further in the short- and long-term future. Digitalization, increasing sales in the unspecialized retail channel, and growing demand for produced flowers are major trends that are changing the flower industry in Europe.

IPM Essen stands out as the sole specialist trade fair covering the entire value chain of plants, from production to retail. The event showcases a diverse range of plant varieties, including flowering potted plants, flower bulbs, young plants, green plants, vegetables, and more. Notably, exhibitors increasingly emphasize sustainable and climate-resilient products, such as heat- and cold-tolerant plant varieties, eco-friendly packaging solutions, organic fertilizers, and air-purifying indoor plants. IPM Essen continues to be a beacon of innovation and excellence, providing an indispensable platform for industry stakeholders to showcase their products, forge partnerships, and stay abreast of the latest developments in the green industry.

Participation Fee:

- In-line Booth: \$1,446; Early Bird Special: \$1,246 (if you register and pay before August 28, 2024)
- Corner Booth: \$1,761; Early Bird Special: \$1,561 (if you register and pay before August 28, 2024)

Fee Includes:

- Booth space plus shared areas, and furnishings
- Interpreters available in the U.S. pavilion

Registration Deadline: **October 28, 2024** (No refunds for cancellation after this date)

Industry Focus: Nursery

Product Description: (Suitable products for this event): Cut Flowers, Starter Plants, Shrubs, Nursery Plants, Trees, Seeds, Gardening and Floral products

50% CostShare: Apply now for SUSTA's [50% CostShare](#) to request 50% reimbursement of participation fee, international travel, promotional giveaway items, point of sale materials, freight and more!

Activity Managers:

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SUSTA encourages you to enroll in the [Smart Traveler Enrollment Program \(state.gov\)](#) and monitor the [Travel Advisories \(state.gov\)](#) webpage before traveling.

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