



IPM Essen 2024

Essen, Germany
January 23-26, 2024

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 good horticultural products for Europe. Europe offers opportunities for foliage exporters. 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, is the world's leading horticultural trade fair that revolves around solutions and innovations in the green sector. The IPM ESSEN is the only specialist trade fair of its kind to cover the entire value chain of plants, including production, technology, floristry, garden features, and the point of sales. Flowering potted plants, flower bulbs, young plants, green plants, hydroponics, vegetables, nursery plants, palm trees, bonsais, perennials, cut flowers, seeds and promotional products are all targeted at IPM ESSEN. The focus is on the plants. No other trade fair offers so much plant diversity and so many new plants.

Participation Fee:

- In-line Booth: \$1,377; Early Bird Special: \$1,177 (if you register and pay before August 23, 2023)
- Corner Booth: \$1,677; Early Bird Special: \$1,477 (if you register and pay before August 23, 2023)

Fee Includes:

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

Registration Deadline: November 12, 2023 (No refunds for cancellation after October 23, 2023)

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!

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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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