

Over 57,000 Satisfied Trade Visitors from All Over the World

Even greater internationality and even greater professionalism with nearly the same number of visitors and a higher number of exhibitors - the new day assignment of IPM ESSEN has worked out optimally. For the first time, the International Plant Fair took place from Tuesday to Friday. On the four weekdays, 1,511 exhibitors (64 more than in the preceding year) from 43 countries presented their innovations, their refined products and their services to the international trade public. Over 57,000 visitors from all over the world came to IPM ESSEN 2010.

In her speech during the opening ceremony, Ilse Aigner, Federal Minister of Agriculture, praised IPM and horticulture as a whole as "international, innovative and diverse". Eckhard Uhlenberg, North Rhine-Westphalia Minister of Agriculture, awarded the NRW Horticultural Prize to the family-owned Suttmeyer enterprise for the complete redesigning of the main cemetery in Gelsenkirchen under the name of "Garden of Remembrance".

In her welcoming address, Princess Benedikte of Denmark stressed that she was very happy to follow the invitation to the European Capital of Culture for IPM ESSEN. At the International Plant Fair, she was pleased "to sense the great commitment and the fine creativity of this sector". After the opening ceremony, she presented the Floradania Innovation Award 2010 in the "Danish Hall".

All the Expectations of the Visitors Fulfilled: Information, Inspiration and Contacts

The exhibitors also showed that they were very satisfied with the course of IPM 2010. Over 90 % established contacts to foreign visitors; the number of contacts rose.

The next IPM ESSEN will take place from Tuesday, January 25 to Friday, January 28, 2011. Even now, over 90 % of both the exhibitors and visitors were already saying that they wanted to come to IPM ESSEN once again.

Exhibitors' Opinions

Gregor Buschkötter, Advice and Foreign Sales, Wilhelm Ley GmbH Baumschulen:

"Our impression was that the new dates of the fair were accepted very well. The interest of the visitors was primarily directed at all the plants for horticulture and landscaping, especially at the avenue trees. IPM is the worldwide leader. Here, we can easily maintain the contact to our customers who come here from all over Germany. And because we do not take part in any fairs abroad, here is the possibility of establishing contacts to foreign visitors. For us, IPM is also important for looking after our image because the foreign competitors are indeed here as well. We attach very great importance to the Training Day which we also promote. Here, the pupils are given an insight into the work in the sector which can arouse their enthusiasm."

András Kuhn, General Manager, Hortus Hungaricus:

"The exhibitors at the Hungarian cooperative booth are really enthusiastic. Some of them were already familiar with IPM and some were

participating for the first time; and the expectations have been fulfilled for all of them. There was particular demand for tree nursery goods and packed roses. More companies will probably participate next year. We are thinking about a larger booth with a cooperative appearance."

Harry Theelen, Co-Owner, F. Theelen and Sons, Holland:

"Until now, we've had an excellent show. We are very pleased."

Randy Natalino, VP for Marketing, Foremostco:

"We met the people we needed to meet, rebooked and increased orders, deepened relationships. We are very, very pleased."

Hanife Bodur, Chamber of Industry and Commerce of the Turkish Province of Sakarya:

"The participants in the Turkish cooperative booth are very satisfied with how their first IPM has gone." Elif Durmaz, Landscape Architect, Arifiye Fidancilik: "Our wide range of plants has met with keen interest amongst visitors, above all from Italy, Holland, Germany and France. We were able to make good contacts, will submit our concrete offers after the fair and are hoping for good post-fair business."

Arturo Fernández Alvarado, Asociación Floricultura de Costa Rica:

"We have taken part in IPM Essen for the first time and were represented with eight companies. The fair went outstandingly for us. At our booth, we had a lot of wholesalers who were interested in our tropical plants. The visitors came, for example, from Africa, Asia and Eastern Europe. And in contrast with other fairs, they did not come just to look but instead to buy."

André Segler, Marketing and Sales, Gärtnerei Blu-Blumen GbR:

"The visitors had a great interest in our new products. No matter whether water pepper, wasabi or sweet potato - there was a demand for unusual plants in order to offer the customer something new. Our mix of herbs, medicinal plants, useful plants and nibbling plants is going down well. Here, we had a very great deal to do throughout the fair."

Stefan Birkel, Product Manager, Braun GmbH:

"Our expectations for IPM were as great as always and have been fulfilled. The stream of customers on the first three days was sensational and the quality of the visitors was flawless. Here, we have been able to make a lot of new contacts. IPM is our most important fair. We have introduced only new products here. For example, a new hydrangea substrate and our biological pond programme were popular."

Peter van Zijp, Hakbijl Glas:

"The fair went unexpectedly well for us. At first, we had reservations because of the shifting of the dates. Many visitors from Eastern Europe were at our booth and were enthusiastic about the decoration. Because we do not bring just glass to the fair. We show ideas and impart emotions. The colours purple and pink as well as pastel shades are trendy at the moment."

Alberto Ceccarelli, Sales Manager for Germany, Zelari Piante s.s., Italy:

"We have been represented at IPM with our company for 20 years and are totally satisfied with how business has gone this year as well. In 2009, we were able to establish more new contacts to German trade visitors. In turn, the internationality of the trade public on our booth has increased considerably in 2010. There has been higher demand for our products from customers from Russia and Ukraine. The level of the public has risen due to the shifting of the timing of the trade fair."

Giovanni Buonasera, Export Sales Manager, Deroma S.p.A., Italy:

"We are involved in the 'green' trade fair in Essen for the first time. The trading exceeded our expectations and the order books are well-filled. In addition to handmade Tuscan pots, we were able to sell machine-manufactured flowerpots all over the world, particularly to Australia and Japan. The new business dates are optimum for us in order to invite customers from Europe and overseas. We have already firmly booked the IPM dates next year and will then be represented in Essen with an even higher-quality booth concept."

Albert Helmes, Albert Helmes Terracotta- und Keramikimport und Großhandel:

"Because of the shifting of the dates, we had a very positive attitude to IPM this year from the start. Because the weekends went sluggishly in recent years. The first three days were a total success this year. Many visitors came to us not only from the Netherlands, Belgium and France but also from California, the Czech Republic and Hungary. There was a recognisable trend towards light products which are also frost-resistant."

Flora Späth, Container Centralen GmbH, Regional Manager for Central & Eastern Europe:

"We are very satisfied with the volume of visitors, the expert qualification of the guests on our booth and the interest in our CC pool system with the CC container which is today the standard for the transport and presentation of flowers and plants all over Europe. Particularly great attention was paid to our 'Operation chip it!'. Within the framework of this campaign, all the CC containers are being equipped with a new generation of locks. Thanks to RFID technology, every container is given an identification number which is issued once and leads to a substantial improvement in the logistical processes and to a reduction in the scope of handling and costs."

Klaus Mayer, Managing Partner, Mayer Group:

"We travelled here with subdued expectations but were more than positively surprised by the response on all the days of the fair, above all on Wednesday and Thursday. We had very good business at the fair, more direct sales than in the previous year and many contacts with potential customers who showed that they were more eager to take decisions all in all. The shifting of the dates has proven to be a correct decision. We are totally satisfied. IPM is the absolutely premier fair in the world and is the most important fair by far. Thanks and congratulations to the IPM team of Messe Essen!"

Ralf Hilbig, Operations Management, Kahler Transportgeräte:

"The fair has gone positively for us. The demand was better than in the preceding year. Many regular customers came to our booth and obtained information about our range on offer - from shopping and transport trolleys right up to shop fittings for the green sector. Moreover, we were able to establish a lot of new customer contacts."