



IPM Essen 2027

Essen, Germany
January 26-29, 2027

**Set-up day is January 25*

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. The show brings in industry stakeholders from across the globe providing exporters with the opportunity to enter various markets for the horticulture industry.

Participation Fee:

- Semi-Corner Booth: \$1,650; Early Bird Special: \$1,450 (if you register and pay before September 26, 2026)
- In-line Booth: \$1,450; Early Bird Special: \$1,250 (if you register and pay before September 26, 2026)

Fee Includes:

- 9m² booth space plus shared areas, and furnishings
- Shipping of up to 100 lbs. of product samples through SUSTA's designated freight forwarder*

**Fresh/frozen/chilled products may be subject to separate allowances*

Registration Deadline: November 26, 2026 (No refunds for cancellation after this date)

Product Samples: All participants are required to provide samples of their products at the event; if there is a reason you cannot sample your products, you must contact SUSTA's Global Events (events@susta.org) team upon registration.

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

Georgia Dept. of Agriculture

Sarah Cook
Business Development
(229) 454-0612

sarah.cook@agr.georgia.gov

Florida Dept. of Agriculture & Consumer Services

Whitney Lett
Development Representative Supervisor
(850) 617-7333

Whitney.Lett@FDACS.gov

If you have a question about an event, feel free to contact us at events@susta.org

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

Southern U.S. Trade Association, 701 Poydras Street, Suite 3845, New Orleans, Louisiana 70139 www.susta.org, (504)568-5986, susta@susta.org

SUSTA does not discriminate based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity. To file a complaint, please contact the USDA (866) 632-9992: program.intake@usda.gov. Persons who require a reasonable accommodations or alternative means of communication should contact SUSTA. SUSTA receives funding from USDA, Foreign Agriculture Services to create opportunities for exporters in the global market. All Global Events are subject to change at any time based upon available program funds, market or other conditions.