



IPM Essen 2023

Essen, Germany
January 24-27, 2023

IPM Essen is the world's leading trade fair covering the plant industry in its entirety, ranging from production, technology, floristry, garden features and point of sale. The IPM covers 8 halls of the exhibition center in Essen and hosted 1,538 exhibitors from 45 nations, in 2020, who presented new products, strong sales concepts and innovative technology along the entire value-added chain to the export world. No other trade event offers the opportunity to explore and showcase horticultural products in a market that serves as an entry into one of the most integrated regions in the world.

The European market is well known for its horticultural industry; however, some special species only grow in the US or have a more attractive delivery window. Ornamentals, foliage and plants/trees have been proven to be good horticultural products for the IPM Trade Show. The European Union's 27 member states share a customs union (a single market in which goods can move freely), a common trade policy, and a common agricultural policy. Thus, IPM Essen offers the opportunity for SUSTA companies to establish business relations with key buyers in a variety of European countries.

Participation Fees:

- **In-line Booth:** \$1,377; **Early Bird Special:** \$1,177 (if you register and pay before September 2, 2022)
- **Corner Booth:** \$1,677; **Early Bird Special:** \$1,477 (if you register and pay before September 2, 2022)

Fee Includes:

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

Registration Deadline: November 7, 2022 (No refunds for cancellation after October 24, 2022)

50% CostShare: Apply now for 50% CostShare to request 50% reimbursement of participation fee, travel costs for up to two company representatives (flight, hotel, meals and incidentals), promotional giveaway items, point of sale materials and more!

INDUSTRY FOCUS: Nursery

PRODUCT DESCRIPTION (suitable products for event): Cut Flowers, Starter Plants, Shrubs, Nursery Plants, Trees, Seeds, Gardening and Floral products

Activity Managers:

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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.