



IPM Essen Summer Edition

Essen, Germany
June 13-14, 2022

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. As the IPM ESSEN in January 2022 was cancelled the fair organizers will host the IPM Summer Edition on June 13-14, 2022. During this one-time IPM Summer Edition the green industry will meet again in Essen for a summery two-day networking get-together with event character.

SUSTA is offering a unique opportunity to participate in the IPM Essen Summer Edition, which will allow horticulture exporters to meet with buyers in the market face-to-face this year, making it the first time to go back to market since the beginning of the pandemic. Should your organization feel uncomfortable traveling, SUSTA's consultant will represent your brand for you at this event and will share any buyer leads and help facilitate virtual meetings with the interested buyers. We hope you join us for the exciting experience!

Participation Fee: \$500

Fee Includes:

- Display counter set-up plus shared areas and furnishings
- Up to \$250 reimbursement for shipping product samples with proper documentation

Registration Deadline: March 25, 2022 (No refunds for cancellation after this date)

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:

Florida Department of Agriculture & Consumer Services

Whitney Lett
Development Representative
(850) 617-7333
Whitney.Lett@FDACS.gov

Louisiana Department of Agriculture & Forestry

Deana Erdey
Assistant Director
(225) 922-2903
DErdey@ldaf.state.la.us

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



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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.