



IPM Essen 2020

Essen, Germany
January 28 – 31, 2020

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 12 halls of the exhibition center in Essen and hosted in 2019 1,546 exhibitors from 46 nations who presented new products, strong sales concepts and innovative technology along the entire value-added chain to the export world in 2019. 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.

Germany has 82 million of the world's wealthiest consumers and is by far the biggest market in the European Union. 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 Germany as well as other countries.

Participation Fee: \$1,460

Early Bird Special: \$1,260 (if you register and pay by August 28, 2019)

Fee Includes:

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

Registration Deadline: October 28, 2019 (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:

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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.