



IPM Essen

*Essen, Germany
January 24-27, 2017*

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. For 6 days, this event will host over 50,000 visitors, with 40% of them coming from outside of Germany, as well as over 1,500 exhibitors from 49 countries. 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. European Union 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 within the European Union.

Eligible MySUSTA companies can log into your account to [register online](#).

Fees:

6 square meter booth \$1,000

Fee includes: Your booth space plus shared areas and furnishings, and interpreters will be available

Registration Deadline: October 14, 2016

No refunds or cancellations after this date

Product Description (suitable products but not limited to):

Cut Flowers, Starter Plants, Shrubs, Nursery Plants, Trees, Seeds, Gardening and Floral Products

Industry Focus: Nursery

50% CostShare

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

Activity Managers:

Florida Department of Agriculture and Consumer Services

Marisol Alvares

Development Representative

(850) 617-7328

Marisol.Alvares@freshfromflorida.com

North Carolina Department of Agriculture & Consumer Services

John Hammond

International Trade Specialist

(919) 707-3160

John.Hammond@ncagr.gov

SUSTA 701 Poydras Street, Suite 3845, New Orleans, Louisiana 70139, 504-568-5986

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