



FLORMART

SALONE INTERNAZIONALE FLOROVIVAISMO,
VERDE E PAESAGGIO
INTERNATIONAL EXPO OF HORTICULTURE,
GREEN AND LANDSCAPE

**24-25-26
NOV. 2021**
FIERA DI PADOVA

Press Release no. 1

In Padua from 24 to 26 November the 71st edition of Flormart.

A new beginning for the historic international exhibition of floriculture, floristry and landscaping that in the next decade will be entirely managed by Fiere di Parma.

A vast exhibition area with technical and modern workshops on company modernization, new technology, and positioning on global markets.

The Minister of Agriculture, Stefano Patuanelli: «Floriculture key element of the ecological transition, its recovery is essential. I will re-propose the green bonus in the Budget Law in order to have greener cities and build a true urban green culture.»

The 71st edition of Flormart, the historic international exhibition of floriculture, floristry and landscaping, will be held from 24 to 26 November at Padua's exhibition centre. The event is back in person, after last year's suspension due to Covid, and it brings an important change: the event will be entirely managed by the Fiere di Parma group as part of a 10-year agreement with PadovaHall. This represents a significant added value that aims to raise the level of the event through the experience of the Parma company in managing leading exhibitions such as Cibus, which is the showcase of excellence of the Italian agri-food sector in the world.

«In line with the planning ability developed by Fiere di Parma over the last 10 years - pointed out **Antonio Cellie**, Managing Director of Fiere di Parma, during the presentation press conference that was held this morning - the goal is to turn FLORMART into an international showcase of made-in-Italy floriculture as well as the basis for the creation of a permanent platform - in person and online - in support of the export sector.»

Taking part in the press conference were **Anna Flavia Pascarelli** (Manager of the Agri-food and Wines Office, Italian Trade Agency (ICE)), **Leonardo Capitanio** (President of the National Association of Nurserymen Exporters), **Maria Cristina Tullio** (President of the Italian Association of Landscape Architecture), **Rosy Sgaravatti** (President of Assoverde), **Sabrina Diamanti** (President of the National Order of Agronomists and Forestry Doctors) and **Marco Cappellini** (President of Vivaifiori).



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The Minister of Agriculture, Food and Forestry Policies, **Stefano Patuanelli**, also participated through a video message: «Italian floriculture, like the whole of agriculture, can represent the key element of the whole European ecological transition and play a strategic role within ecosystem services, the circular economy, and the well-being of the community. We are talking about a sector with a production value of 2.5 million Euro, close to 5% of the national agricultural total: its recovery is essential». Patuanelli also looked forward to the Flormart opening in November with sector operators attending in person: «I am following closely the progress in the Senate Agriculture Commission of the bill that aims to regulate the sector and support a supply chain already integrated in the green economy. It is my intention to re-propose the green bonus in the next Budget Law in order to have increasingly green urban centres and promote a true urban green culture.»

Flormart has made the history of the Italian and European sector by becoming the key international floriculture event. Since 2017, it has been at the centre of a new positioning project increasingly focused on Made in Italy products and currently strategic topics such as environmental sustainability, urban regeneration, health of public spaces, quality of life, and ecosystem restoration techniques targeting adaptation to extreme weather phenomena. Fiere di Parma is setting up a promotional plan for developing the business of Italian companies in foreign markets, including through an incoming programme for selected operators from different countries, particularly from Central Europe, Eastern Europe, the Balkans and the Mediterranean area.

«Together with our new partners we intend to strengthen the role of Flormart as a platform for sector operators to share knowledge and for the different chain supply players to meet - said **Renato Ferretti**, Coordinator of the Steering Committee which includes the most important representatives of the production areas. – By supply chain we mean producers of plants, producers of technical means and technologies, service providers, green and landscape designers, green area creation and care companies, large retailers of plants and flowers, and large public and private end-users».

The exhibition will include short workshops on current topics, with the aim of providing exhibitors and visitors with an up-to-date picture of investments in the sector. These will discuss the opportunities provided by the PNRR (National Recovery and Resilience Plan), the new technologies for the creation and care of natural areas, and the strategic role of the green sector in the ecological transition towards true circular and sustainable economy, including in the real estate and infrastructure sector.

With these objectives in mind, Fiere di Parma, which will organize Flormart for the next 10 years, has already started a significant investment in the promotion and enhancement of the exhibition in Italy and, above all, abroad. In the 2021 edition there will be numerous selected and invited international buyers, also thanks to the collaboration with the Italian Trade Agency (ICE). In addition, the press office, in collaboration with EHN (European Horticulture Network), is already organizing an incoming programme for European specialist press operators. During the three days of the exhibition, 15 journalists from the most important European and Italian magazines will be present.



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Flormart will therefore be the communication and exhibition platform for the future of floriculture, floristry and landscaping, available to companies, public administrations, and all those who design the landscape, manage maintenance and promote the ecological infrastructure of our cities. A platform for business matching between producers of materials, furnishings, plants, production means and users such as large garden centres, green area builders, and real estate companies. An essential tool for maintaining competitiveness in Economy 4.0 and face with confidence the recovery phase ahead of us.

ONLINE AT THE LINK WITH A FULL RECORDING OF THE PRESS CONFERENCE

For immediate release

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