

Press Release no. 2

**FLORMART SPECIAL EDITION
THE HISTORICAL GREEN EVENT CHANGES DATES
FROM NOVEMBER 2021 TO 9-11 FEBRUARY 2022
IN PADUA THE EVENT DEDICATED TO THE ITALIAN EXCELLENCE
OF ORNAMENTAL NURSERY GARDENING
DECIDED WITH SUPPLY CHAIN PLAYERS TO BEST MEET THE
ORGANISATIONAL NEEDS OF COMPANIES AND THE PRESENCE
OF INTERNATIONAL BUYERS**

Flormart features the strategic needs of the sector and is rescheduled from 9 to 11 February 2022 with a Special edition focusing on the Italian excellence of ornamental nursery gardening. This decision was made by the historical green exhibition in the light of the goals shared by the players of the entire supply chain involved in designing Flormart: building an event capable of enhancing the best Italian productions and following a timeline that can meet the organisational needs of the players with the purpose of bringing to Padua a suitable number of international buyers, setting aside the uncertainties still linked to the health emergency.

This is the reason for rescheduling a date that had already been announced (24-26 November). The decision was made after a careful and well thought-out analysis with the sector companies, as well as considering the turmoil of the green market and the actual difficulty in planning the participation in exhibitions right now.

- Flormart Special edition is therefore taking place from 9 to 11 February 2022. This extraordinary February edition will be a highly specialised event dedicated to Italian top quality ornamental nursery gardening, which will be the topic for debates on the importance of green in the Italian Recovery Plan (PNRR) and on the promotion and enhancement of Made-in-Italy quality on foreign markets thanks to the new three-year plan that Fiere di Parma has developed for companies and that takes off on this very occasion.
- Flormart from 21 to 23 September 2022: the main nursery gardening exhibition goes back to its post-Covid usual dates.

A rich calendar of events dedicated to sector's dealers and companies to reschedule activities in the coming years and to strengthen Italian businesses on an international scale through innovation and sustainable growth.

For immediate release

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