



Save the date: from 26th-28th September at the Padova exhibition centre for the international benchmark event in the horticultural sector

## **70<sup>TH</sup> EDITION OF FLORMART, THE GREEN EVENT FOR A SUSTAINABLE FUTURE: AWARD FOR START-UPS, ERBALE FORUM, HORTICULTURE, URBAN GREENERY AND HEALTH.**

*One of the new things at Flormart 2019 is an award dedicated to new companies in the horticultural sector, which has started to grow again after difficult years. "The mix between history and the ability to look ahead is the cornerstone of success" Luca Veronesi, Managing Director of Fiera di Padova, states.*

Padova, 17<sup>th</sup> July 2019 – **Green is the colour of future.** Adopting a green vision helps to live better, to redevelop urban spaces and to rethink the sustainability of the planet. And it is precisely with an eye on the innovations of the third millennium that Flormart returns from the **26<sup>th</sup>-28<sup>th</sup> September 2019**. **Flormart** is the international benchmark exhibition for horticulture, landscape architecture and green infrastructure.

The event, organised by **Fiera di Padova** in the exhibition centre of the 'city of the Saint', strengthens its roots with its 70<sup>th</sup> edition. The 70<sup>th</sup> edition marks a symbolic milestone that will feature two innovations: on one side a Future Village and an award dedicated to **start-ups** and on the other side the Erbale Forum, a rich calendar of events with a focus on **medicinal and aromatic plants**.

"At the centre of the 70th edition of Flormart great attention is given to the green world as a key to building a more sustainable future" explains **Luca Veronesi**, Managing Director of Fiera di Padova. "One of the topics to be discussed, with fundamental contributions from operators and experts, is how to protect and promote biodiversity in both urban and suburban areas. For three days Padova will be the international focus of the industry thanks to Flormart and its collaboration with sector-related institutions and trade associations. The cornerstone to the success of this exhibition is to combine the legacy of a great history with the ability to look to future developments".

"We wanted the Fiera di Padova to be completely public again, in both ownership and management, because we are convinced that it has an important heritage that must be preserved and it provides a boost to the economy not only of Padua, but for that of the province and the entire country as well" **Sergio Giordani**, mayor of Padova, states. "Flormart, which is the first exhibition being held at the Fiera after the summer holidays, is now marking its 70<sup>th</sup> edition and is benchmark in the horticulture sector in Italy. We have a solid know-how and a great tradition that we will now combine with innovation, which is increasingly becoming the key to success for the future in every

sector. Flormart fully shares our vision of an exhibition that takes into account sustainability - both environmentally and economically. These issues involve major strategic decisions both at a global level and a local level including our own everyday behaviour.”

“Fiera di Padova has turned over a new leaf and, as public partners, we will do whatever it takes to bring it back to the position of excellence it deserves” **Antonio Santocono**, president of the Padova Chamber of Commerce, states. “The same can be said for Flormart, a historical, world renowned brand. After years of slowdown, the brand aims to re-launch itself, thanks to the innovative drive in the sphere of sustainability for human well-being in cities and for the protection of our planet. This 70<sup>th</sup> edition will be much more open to the public in order to create a symbiosis between the land, urban regeneration projects and the horticultural world, that is becoming increasingly strategic to build a truly *green* future”.

“Flormart embodies a fascinating synthesis between the great horticultural traditions of Italy and the ability to find innovative answers to new challenges in the market” the president of the Padova province, **Fabio Bui**, declares. “It is a unique showcase of the best that our province offers in the entire supply chain, a great opportunity for economic recovery of our companies and a unique chance to provide professional development to all operators in the sector. The exhibition will offer a place where young students and universities, entrepreneurs and researchers can meet with the aim to promote and build the future of horticulture. Quality of life is profoundly connected to the environment, clean power and the use of new technologies that must help us to improve mobility, reduce pollution and to make everyday life in the cities easier but with less impact on the environment”.

The horticulture sector, after a number of difficult years, is now growing again and showing positive trends. The data for 2018, published by Ismea (the Italian Institute for Studies, Research and Information on the Agricultural Market), shows that **export volumes have increased by 5%**, reaching 599 million euros, compared to 577 million euros the previous year. The best performances were recorded by outdoor trees and shrubs (+15.6%), followed by indoor plants (+9.3%). However, pot plants, having driven the economy for many years, showed a negative trend (-2.6%).

## THE THEMES

Thinking green is the main theme of Flormart. The initial conference will be focused on the importance of greenery for sustainability and human well-being. Once again we talk about health in Padova after the first *Festival della Salute Globale* (Global Health Festival) was held in the city in spring. An entire hall will be dedicated to the impact of urban greenery, concerning not only urban parks but also green roofing, green walls and areas of redevelopment. There will also be an area where the maintenance aspects of green spaces will be examined in depth and there will be training events dedicated to the skills of gardeners. All these initiatives will be carried out under the banner of biodiversity, a value that is well-known to the ‘city of the Saint’. We should not forget that Padova boasts one of the biggest and oldest botanical gardens in the world. It was created in 1545 and declared a World Heritage Site by UNESCO in 1997.

## THE FUTURE VILLAGE

New for the 70<sup>th</sup> edition of Flormart is the 'Future Village'. A dedicated area in hall 2 will host innovative start-ups in the horticultural sector, spin-offs and research centres. That is the entire chain, from the idea, through tests and analysis, to its realisation. The start-ups, pre-selected by a **call for tender** originally published on the [flormart.it](http://flormart.it) website and closed on 5<sup>th</sup> August, will have their own exhibition area. On the final exhibition day they will compete for **two prizes**, one to be awarded by a jury after listening to pitches from the start-ups and the other one to be awarded by the public who can vote during the three days of the exhibition.

## ERBALE FORUM

Also new for the seventieth edition of Flormart is the 1<sup>st</sup> edition of "**Erbale Forum**". This makes its debut with a rich program of meetings between experts, researchers and representatives of innovative projects in the field of medicinal and aromatic plants and herbs. It will be an opportunity to learn about technical-scientific, regulatory and market aspects, with the aim of encouraging networking and exchange of products between participants in the supply chain. Medicinal and aromatic plants for various purposes: health care, nutrition, cosmetics, biotechnology, phytoremediation and also recreation. **Medicinal and aromatic plants and herbs form a chain in which land, tradition and scientific research merge** to give new answers to the need to live in harmony with nature. Italian plant biodiversity provides a still undiscovered source for this chain.

- **Flormart** is the international exhibition for horticulture, landscape architecture and green infrastructure, organised by Fiera di Padova. The event, which marks its 70<sup>th</sup> edition this year, brings together experts and companies from the green sector at an international level. Website: [Flormart.it](http://Flormart.it)

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