



Final with double award on Saturday 28th September in Padova: one by a jury of experts and a second by the public. Furthermore, all the start-ups participating in the Future Village will be given the opportunity to be part of the 50 companies representing Italy at CES in Las Vegas in 2020

'GREEN' INNOVATION SHOWCASED AT FLORMART FOR THE 1st EDITION OF FUTURE VILLAGE: START-UPS, SPIN-OFFS, RESEARCH CENTRES AND AN AWARD FOR NEW COMPANIES

New products from the sector will be hosted in a dedicated hall in the 70th Flormart edition. "It is a new area open to networking and cross-pollination between the participants of the supply chain" Luca Veronesi, managing director of Fiera di Padova, says.

Padova, 17th July 2019 - Flormart Future Village: a space where start-ups, spin-offs and research centres are brought together under the umbrella of innovation. The new initiative will make its debut from 26th to 28th September at Fiera di Padova, during the 70th edition of Flormart, the international benchmark trade fair for horticulture, landscape architecture and green infrastructure.

The Future Village, that will be hosted in hall 2 at the Fiera di Padova exhibition centre, was created to boost the connections between **the ecosystem of innovation** and the horticultural world. By means of networking events and talks, the start-ups, which were pre-selected through **a tender process which will be open until 5th August**, will compete for the **Flormart Future Village Award**. During the final, which will take place on Saturday 28th September, a qualified jury will judge the pitches of the innovative companies. Ten companies will initially be shortlisted and subsequently three finalists will be chosen. From these one winner will be chosen by the jury and a second winner will be chosen by the public attending the exhibition. The awards ceremony will be held on the same day, during the closing event of Future Village. The initiative is organised by Blum, a company specialising in the construction and communication of innovative projects.

In addition, the selected start-ups, whose names will be announced on 26th August, will be given another great opportunity. They will be automatically pre-selected for the **Tilt** programme, (the *Italian Lab for Technology*, a joint initiative by Area Science Park and Teorema Engineering). Tilt will choose, once again this year, fifty **innovative start-ups to represent Italy at CES in Las Vegas**. **CES** is the world's biggest consumer electronics and technology trade fair and runs from 7th-10th January 2020.

“Innovation is increasingly driving the green sector with solutions that combine people’s well-being with environmental sustainability” **Luca Veronesi**, managing director of Fiera di Padova, explains. “The Future Village will be the place for cross-pollination of ideas and debate. Eco-sustainability and plant-waste recycling, genetic research and the new frontiers of nutrition will be among the topics of discussion during a three-day exchange between start-ups, spin-offs and research centres”.

“The alchemy between new and established companies and the research world is fundamental for the growth of innovative projects”, **Luca Barbieri**, co-founder of Blum, stresses. “Thanks to our partnership with Tilt, the Future Village start-ups will be given two opportunities. One is to participate in the Tilt Academy, where they will undertake a one-month training period in preparation to compete at an international level. Furthermore, if they are selected, they will be given the opportunity to present their green innovative idea at CES in Las Vegas, the world’s biggest technology trade fair which runs from 7th-10th January 2020”.

“The Flormart Future Village is an excellent example of how innovation is the engine of our economy” **Michele Balbi**, president of Tilt, says. “It is an excellent operation that provides local visibility to start-ups and innovative companies in our area. We are glad to invite the start-ups of the Future Village to join the programme to be selected to represent Italy at the forthcoming CES in Las Vegas. The start-ups will be given the opportunity to participate in the Tilt Academy training programme and benefit from the opportunity to be part in the fifty finalists panel. I would like to thank Fiera di Padova for giving us the opportunity for our initiative to reach such a wide public audience”.

To apply for the Future Village, complete the registration form in this link:

<https://flormart.it/it-IT/news/flormart-future-village-award-iscrizioni-aperte-per-le-startup-che-innovano-nel-settore-del-verde>

- **Flormart** is the benchmark international exhibition for horticulture, landscape architecture and green infrastructure, organised by Fiera di Padova. The event, which reaches its 70th edition this year, brings together experts and companies from the green sector at an international level. Website: Flormart.it

Blum. Business as a medium

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