

FLORMART 2023
THE GREEN ITALY
SEPTEMBER 20-22 SETTEMBRE
SALONE INTERNAZIONALE FLOROVIVAISMO, VERDE E PAESAGGIO
INTERNATIONAL EXHIBITION OF HORTICULTURE, GREEN AND LANDSCAPE
Flormart is a trademark of Padova Hall S.p.A. **FIERA DI PADOVA**

Dear Madam, Dear Sir,

it is with great pleasure that Fiere di Parma and ITA – Italian Trade Agency welcome you as a special guest to:

FLORMART THE GREEN ITALY
Padua, September 20th – September 22nd, 2023

Thanks to the agreement between Fiere di Parma and Padova Hall and the cooperation with ITA – Italian Trade Agency, Flormart The Green Italy, as the international trade show of horticulture, green and landscape, is going to promote the sector as the authentic expression of the Made in Italy, and we wish you a profitable and interesting visit.

Please note that we have set up a reserved area between **Hall 7 and Hall 8, the Buyers' Lounge**, where foreign delegates, assisted by the Flormart The Green Italy Staff and the ITA - Italian Trade Agency Executives, can enjoy the use of a service center with Welcome Desk, refreshments, cloakroom and much more.

Kindly note that:

- Your hotel room, breakfast and meals follow our agreements;
- You should settle your bill for any extras (minibar, restaurant consumptions, telephone, etc.) with the hotel before your departure;
- A daily shuttle bus to and from the Exhibition Center is provided, according to the “How to get to the show” document.
- Regarding activities and events, please refer to the “General Program”.

For more information please ask the Staff at the Buyers' Lounge.

You are kindly asked to follow the General Program, which has been designed to optimize your visit. Please be ready on time for transfers, 10 minutes in advance will be appreciated, in order to avoid other delegates waiting for latecomers. Should you decide not to board the bus for any reason and commute by your own means, please inform the Staff.

Don't forget to bring with you the entry pass, printed or downloaded on your mobile from the Business Agenda platform. Without the pass, you cannot have free access to the show. If you are unable to honor a scheduled appointment, please inform the exhibitor and arrange a new meeting at a more convenient time during the show.

Remember to register at the Buyers' Lounge to allow the Staff to take note of your presence at the trade show, to collect the voucher about your return transfer -if requested- and to collect your lunch voucher.

After the show, you will receive a “satisfaction/evaluation survey” to be filled in. Your cooperation on this activity will be highly appreciated and will enable us to better organize activities for the next edition.

Hoping once again that your stay will be profitable and pleasant, the Flormart The Green Italy Buyers Program Staff and ITA - Italian Trade Agency Executives remain at your disposal for any further information you may require.

Best Regards,

Antonio Cellie
Fiere di Parma Ceo

Brunella Saccone
ITA – Italian Trade Agency