



FLORMART 2023

THE GREEN ITALY

SEPTEMBER 20-22 SETTEMBRE

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

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IMPORTANT INFORMATION – Please read carefully

- **TRANSFER FROM / TO THE HOTEL**

For your transfer to the show, please check the schedule in the “How to get to the show” document. We kindly ask you to be at the meeting point **at least 10 min prior to the timings given**.

Latecomers will have to take care of their transfer on their own. Please inform the Staff if you decide not to board the bus for any reason and commute by your own means.

- **BUYERS’ LOUNGE**

Located between Hall 7 and 8, the Buyers’ Lounge is an area reserved for Flormart The Green Italy Buyers Program participants, where you can find customized services such as: Welcome Desk, refreshments, cloakroom etc. The Flormart The Green Italy Staff and the ITA Executives will be there to assist you with your registration (see below) and answer your questions on the Business Agenda or any other enquiry regarding your visit.

- **BUYERS PROGRAM REGISTRATION**

Once during your visit, please proceed with the registration at the REGISTRATION DESK in the Buyers’ Lounge in order to allow us to take note of your presence at the trade show. Once you have registered, you will be provided with your **LUNCH VOUCHERS** as well as your **TRANSFER VOUCHER** with all the detailed information about your transfer to the airport - if requested.

Those who do not register will be considered as “no-show” and their transfer to the airport (if requested) will be cancelled.

- **ENTRY PASS and MEETINGS SCHEDULE**

Your personal pass is always available in your **Business Agenda** reserved area. Login with the personal credentials you received by email, download your pass and save it on your mobile to enter the trade show. Moreover, do not forget to use the Business Agenda to arrange meetings with your favourite exhibitors in advance. In case you cannot access the platform, please inform the Flormart The Green Italy Staff as soon as possible: businessagenda@fiereparma.it
All the meetings will take place at the exhibitor’s booth.

- **LUNCH VOUCHERS**

You are allowed to eat for free at the Flormart The Green Italy Restaurant located between Hall 7 and 8 with the lunch vouchers given to you by the Staff at the Buyers’ Lounge. Each lunch voucher is valid for one meal only and must be given to the restaurant staff before having your meal. Please also be informed that, if lost, lunch vouchers will not be replaced with new ones.

- **ENGLISH is the working language**

However, you will also find personnel at the Buyers Lounge able to assist you with the following languages: English, French, Russian. For further information please ask the Staff at the Welcome Desk of the Buyers’ Lounge.