



Padova, 20-22 September 2023. Flormart - The Green Italy presents its program of conferences at the fair.

## 5 GREEN SKILLS FOR THE ECOLOGICAL TRANSITION

The process for putting a framework law in place for the horticulture sector continues to make headway, whilst the Italian statistical institute (Istat) confirms the sector is still seeing an upward growth trend.

**New for 2023: international visibility with the new “Agorà dei Giardini” (Agora of Gardens) contest.**

With just a month to go until the start of **Flormart - The Green Italy**, the **international fair dedicated to greenery**, horticulture and landscape architecture, the intense **program of conferences** for trade professionals coming together at **Fiera di Padova from 20 to 22 September 2023**, is taking shape.

*“Flormart – The Green Italy is a benchmark event for key players in horticulture, a sector witnessing constant growth as it makes its mark on the international market,”* states **Antonio Cellie, CEO of the fair’s organisers, Fiere di Parma**. *Further impetus will come in the form of the framework law on horticulture currently being approved. It will offer new means of supporting the sector overall, helping it showcase “Green Italy” companies worldwide”.*

The latest Istat figures show that in 2022, production notched up **3.1 billion Euros in value, of which a total of 1.5 billion Euros for flowers and potted plants, and almost 1.7 billion for nurseries**. The regions with the highest volumes and production value for **open-air flower cultivation** show **Liguria** ranking first, followed by **Sicily and Campania**. Ornamental shrub and forestry nurseries, on the other hand, see **Tuscany** taking first place, followed by **Lombardy and Sicily**.

### **The framework law for horticulture is set to arrive**

The Under-secretary of State for Agriculture, Food Sovereignty and Forests - the Hon. Patrizio Giacomo La Pietra - made the announcement at the Press Conference for Flormart – The Green Italy in Rome last June: **Horticulture will have a national framework law of its own.**

The Bill, which has already been approved by the Chamber of Deputies and is now being assessed by the Senate, aims to **regulate a sector experiencing constant growth with an organic approach**. At present, it is governed by a number of regional, national and European rules.

The changes to be introduced by the Bill include the creation of a **Permanent coordination and steering body for horticulture and the green economy**, as well as the creation of a **single, distinctive trademark for Italian horticulture**. There are also plans for a **technical task-force for the horticultural sector**, with tasks including coordinating the supply chain, developing internationalisation, monitoring economic data and analyses, along with a **Body to monitor statistical and economic data** for the horticultural industry, and a **Body to oversee ornamental and fruit-growing nurseries, as well as nurseries for urban greenery and forests**.

### **5 green skills for growth in Europe**

The framework law also involves **defining the professions** of those working in the horticultural industry. It is a field of no small importance, if we bear in mind that jobs for **professions linked to sustainability have grown by 15.2%** at a time when, **from February 2022 to February 2023**, overall employment rates were dipping. Proof that the green sector is continuing to grow, making its mark as an increasingly

competitive force to be reckoned with, is offered by a recent study conducted by **LinkedIn Economic Graph**.

**5 corporate skills linked to the ecological tradition** have witnessed the highest growth rates on a **European level**: planning climate action, education for sustainability, CO2 emissions, carbon accounting and corporate sustainability.

The report also highlights another aspect: the **demand for green skills** in the international workforce has increased by 22.4% versus an increase in employment of 12%. Needless to say, in order to fill this gap, the future will see a need for professionals with increasingly specific fields of expertise. On the one hand there will be a **shift towards green professions** linked to the ecological transition, whilst on the other we will see the **transformation of existing jobs, which will become more and more sustainable** in order to continue to remain competitive within the field.

### **From climate change to “parchi della salute”**

Flormart – The Green Italy has always been **an unmissable meeting point** for those in the business of greenery, in order to remain up-to-date and forge new business ties. As a result, **conferences and sessions for fostering development and competitiveness of Italian horticulture** are organised during the three-day event.

The events scheduled include: **The effects of climate change on the landscape system in cities: the need to shift from a planning to a management-based approach**, in conjunction with AIAPP (the Italian association of landscape architecture); **Green cities and European property development projects**, in conjunction with ANVE (the National Association of Nursery-Stock Exporters); **Managing green areas, parks and gardens**, organised by the AIGP (Italian Association of Professional Gardeners); **“Parchi della salute” (urban garden spaces designed for promoting health) and greenery for healing**, with Assoverde; **Greenery for quality of life: implementation and prospects from Italy’s National Recovery and Resilience Plan**, in conjunction with ANCI and Pubblici Giardini; **Ornamental nurseries and forest nurseries: future prospects** in collaboration with CREA-OF (Centre of Research for Horticulture and Horticulture).

Particular focus points include specific projects, case histories and quality certifications. Cases include: **The substrates sector, combining innovation, research and regulations**, overseen by AIPSA (the Italian Association of Producers of Cultivation Substrates and Soil Conditioners); **Vivai Fiori quality certification** by the Association for the protection of the Vivai Fiori Trademark; **micro-propagation alongside horticulture**: understanding technology and the potential for environmentally-friendly plant nurseries, with A. Vitale; **Presentation of the strategic EROC project**: the role a cosmetic industry can play in the horticultural field, the Davines case history.

Other topics will include analysis of **garden centres with Edagricole**, the importance of **communicating greenery and enhancing the urban landscape**. Partnerships include those with the AIPV Associazione Italiana Professionisti del Verde (Italian Association of Greenery Professionals), the University of Milan and Vivai Nord.

### **New for 2023: Agorà dei Giardini (Agorà of Gardens)**

A new entry at **Flormart – The Green Italy 2023** is **“Agorà dei Giardini”** (Agorà of Gardens), a new **contest featuring international visibility**. Exhibiting companies and landscape designers can work together to dream and bring **their own green-spirited city of the future to life**. Innovative premises, awareness of climate change, biodiversity and the water crisis: the principles inspiring this contest include **earth, air, water, fire and the fifth element**.

**The innovative projects created by landscape designers** and picked out by a technical jury will bring to life the **Agorà**, a square which will welcome visitors at the entrance, **allowing them to cross the square as they experience, explore, smell and listen to what surrounds them**. The **overall winner** will be able to take place in Flormart - The Green Italy 2024 free of charge.

**All exhibiting companies** can participate, with the deadline for taking part set at 3 August 2023.

### **Italian horticulture worldwide**

The Mission of Flormart - The Green Italy is to promote **Italian horticulture the world over**. Working alongside ICE – Agenzia, and thanks to the participation of the sector’s key players, Fiere di Parma presents the greenery field to the international market with its

**Flormart Buyers' Program.** Padova's appointment with horticulture has become a **point of reference for key international players working in the field**, particularly from Central Europe, Eastern Europe, the Balkans and the Mediterranean area, all of whom will be offered a **complete business experience** that supplies a powerful, quality product image whilst ensuring the superior value of Italian products is showcased.

**Flormart - The Green Italy, an international showcase for horticulture since 1971 In Padova from 20 to 22 September 2023**, Flormart - The Green Italy is a long-standing professional event dedicated to **horticulture and landscape design: since 1971**, a brand and a tradition unique of its kind Italy and Europe. **This international showcase** is a highly specialised professional event given over to the plant supply chain as a whole. Over the years, Flormart - The Green Italy has grown from its roots in horticulture, going on to branch into greenery in its broadest sense. From **landscape architecture** to environmental engineering, from **green cities** to urban furnishings, from **new greenery-related jobs** to digitalisation.

Various **goods sectors will be taking part**: creating and caring for green areas; design and innovation; technologies, tools and production equipment; research, management and treatments for crops; start ups, media, services and training.

Over the course of 72 editions, Flormart - The Green Italy has become a **platform for trade professionals to share knowledge, as well as offering a meeting place for stakeholders in the supply chain**. The latter include nursery owners, cultivators, designers, firms that create and care for green areas, plant and flower dealers, end users and public bodies.

**Flormart - The Green Italy is organised by the Fiere di Parma group** which, with effect from the last edition, has taken up the challenge to embrace new sectors such as horticulture. **Fiere di Parma** has been organising successful international **trade fairs for 80 years**. Its solutions are always at the cutting edge, and manage to combine **tradition with innovation and sustainability**. Its mission is to **promote Italian-made excellence all over the world**.

**Info:** Flormart - The Green Italy is set to be held at Fiera di Padova trade fair premises from 20 to 22 September 2023 from 9 am to 6 pm, and is aimed solely at trade professionals, <https://flormart.it/>

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