

The future of garden centers New perspectives for the retailers September 21st, 2.30pm Hall 8 – Room 8A

Moderator Alessandro Maresca, journalist @Edagricole

Introductory speech Arturo Croci, journalist and horti-floriculture expert

Panel discussion Alessandro Maresca interviewing Sergio Ferraro, president @Asproflor and owner @Le Serre Garden Center Micheal Bank, division manager @Landgard

A memory of Fabio Ernesto Rappo, with Renato Ferretti, CONAF national council and Flormart – The Green Italy consultant

Conclusions

Abstract

After the pandemic, a new generation of young shoppers has been approaching the market, re-discovering the social importance and the authentic pleasure of surrounding themselves with plants, flowers and green. How the green retailers are developing their commercial and marketing strategies in response to these market trends? This seminar will explore this question thanks to the evidences and experiences of some authoritative speakers, such retail experts and top buyers.















