



Padova, 20-22 September 2023. All the latest developments at Flormart – The Green Italy

FLORMART – THE GREEN ITALY READY TO GET UNDERWAY

Natural wood fibre for producing substrates, the art of bonsai growing and lagerstroemia. Low-emission tree spades, electric lawnmowers and robotic mulchers.

200 exhibitors from Italy's manufacturing districts and abroad, and over 150 international buyers.

Flormart - The Green Italy, the international fair dedicated to greenery, horticulture and landscape architecture, will see its **72nd edition get underway from 20 to 22 September 2023 in Padova's fair grounds.**

Around **200 exhibitors** from **Italy's manufacturing districts** - including Liguria, Tuscany, Veneto and Emilia Romagna, not to mention Lombardy, Lazio, Puglia, Sicily and Abruzzo - will be taking part in Flormart – The Green Italy. Foreign companies are also well represented, first and foremost of which are **European** firms from France, Belgium, Spain, Greece alongside other **international exhibitors.**

Around **twenty new entries** will be taking part, including horticultural businesses, technical equipment manufacturers and landscape architecture firms. All of which goes to reinforce the cutting-edge concept behind **The Green Italy**, which brings together the entire green universe in an **international showcase of Italian businesses in the field.**

And to promote the Italian industry on international markets, Fiere di Parma is organising two incoming programs: **Flormart Buyers Program**, in conjunction with **ICE Agenzia**, and **Flormart Experience**, for large-scale retailers and Italian garden retailers. Together, these two exclusive and complete business programs have already secured ties with **over 150 international buyers.**

From the art of bonsais to 100% electric lawnmowers

The 200 exhibitors that have already signed up for Flormart – The Green Italy make up a considerable range of participating businesses. They include **SavioLife**, partner firm of the **horticultural trade fair** and the Life Science Business Unit of the **Saviola Group**. With 15 plants in Italy and abroad, the industrial Group is celebrating 60 years in the industry, and continues to ensure sustainability remains its core business. In particular, it will be presenting innovative agriculture-based products: **Extralignum**, natural wood fibres for producing farming substrates; **Vegastim**, root growth stimulants with chestnut tannin extracts; and **Sazolene**, slow-release nitrogen-based fertilisers.

In the **horticultural sector**, participants include **Vannucci Piante**, straight from the **Pistoia production district**, where the company boasts greenhouses covering a surface area of **590 hectares**, with a range of **over 3,000 species** and varieties that decorate parks, gardens, terraces and urban spaces in 60 countries worldwide.

One of the firms to make horticultural history includes the **large family of the Giorgio Tesi Group**, which in addition to its garden plants and the collection of cypress cultivars, will be presenting its new specialisation, **the art of bonsais**, at Flormart – The Green Italy.

Not to mention: **Meristema**, one of Italy's first micro-propagation laboratories in Italy, **Vettori** which specialises in reproducing young plants, and **Oasi Vivai Piante** and **Voltz Horticulture**, which also specialise in seeds. For orchards and olive trees, amongst others, visitors should look out for

Vivai Buemi, Sylva Van Hulle for bare-root plants, whilst **Floricoltura Pironi** specialises in vegetable allotment plants and perennials. **Vivai Nord** will also be taking part with its garden plants, whilst **Vivai Guagno** covers forestry plants. For fruit trees, participating businesses include **Vivai Dainese, Piante Battistini** and **Vivai Lirussi**.

Romiti Vivai has also confirmed its presence at Flormart – The Green Italy with its collection of **lagerstroemias**, and two plants in particular: **Young Lady**, a highly decorative shrub with its breathtaking pinkish blooms, and **'The Rising Sun™'**, with its abundance of lavender pink blossoms and heart-shaped leaves.

The **mechanical sector** will also be represented, with businesses of the calibre of **Holmac**, which specialises in machinery and **equipment for root-balling** and moving plants in root-balls and in vases; **Pazzaglia**, which in addition to its root-balling, vase moving and self-propelled tree pruning baskets is also taking its new **FZ130 model with Stage V motor** to the fair, as required by environmental emission regulations. Professional gardening machines and equipment for building and maintaining football pitches, golf greens, grounds and sports fields are all the preserve of **Bruni**, at the cutting edge with its **radio-controlled Spider lawnmowers, and 100% electric Mean Green mowers**.

Amongst others, **Peruzzo** will be taking part with three of its products in pole position: **Robofox**, a robotic remote-controlled wood chipper offering high performance levels; an updated version of the **TB100-C PRO**, perfect for chipping branches up to 11 cm in diameter; and the **TIREX mounted on a cart for road transportation**, for large volume pruning.

From Europe to Saudi Arabia and Qatar: the international buyers

The aim of Fiere di Parma, which is organising the fair for the second year running, is to **foster partnerships between manufacturers and retailers** arriving from Italy and abroad. For this reason, **international buyers** are key players at Flormart – The Green Italy.

The **150-plus buyers** who have already signed up include **public authorities** such as **Riyadh Municipality** from Saudi Arabia, not to mention public and private parks. One such example is **Disneyland Paris** which has once again confirmed it will be attending Flormart – The Green Italy. Of the buyers who create and maintain parks and gardens is Madrid-based company **Ambienta Paisajismo**.

Landscape design & Architecture is well represented, including **the Al Sulaiteen Gardens** in Qatar and **Enea** in Switzerland. Also from Saudi Arabia is **AlJammaz Hydrotek** which imports and distributes plants. The many garden centres include German businesses **Blumen Ostmann** from Lower Saxony and **Landgard** from the Rhineland.

All the conferences at Flormart – The Green Italy

An intense **calendar of events** is set to be staged at Flormart – The Green Italy, a meeting point and **important opportunity for the sector's key players to exchange ideas**. Wednesday 20, Thursday 21 and Friday 22 September 2023 are the three action-packed days which will see the greatest experts in greenery, trade associations and leading firms putting horticulture - and all the issues involving the world of greenery - in the spotlight.

On Wednesday 20 September 2023, the inaugural conference will kick off the Fair along with all the other events. **AIAPP** The Italian association for landscape architecture will be presenting **"The effects of climate change on the landscape system in cities: the need to shift from a planning to a management-based approach"**. The afternoon will feature **"Micro-propagation alongside horticulture: understanding technology and the potential for environmentally-friendly plant nurseries"**, in conjunction with Andrea Vitale, a technical consultant for micro-propagation.

Works on the morning of the second day get underway with an interesting conference dedicated to the **"Management of green areas, parks and gardens"**, organised by **AIGP**, the Italian Association of Professional Gardeners. It will be followed by **"Studies, projects and applications for the potential of urban regeneration using greenery – I want my city greener!"** in collaboration with **ANVE**, the National Association of Root-Stock Exporters. **AIPSA** (the Italian Association of Producers of Cultivation Substrates and Soil Conditioners) will be presenting **"The substrates sector, from innovation to research and regulations"**. The afternoon will feature: **"Parchi della salute"** (urban garden spaces designed for promoting health) and greenery for healing, with **Assoverde**.

The last day, Friday 22 September, will begin with the conference entitled "Greenery for quality of life: implementation and prospects from Italy's National Recovery and Resilience Plan", organised in conjunction with ANCI and Pubblici Giardini. It will be followed by a talk on the subject of "**Communicating greenery and enhancing the urban landscape**" and, in the afternoon, "**Agroecology: the horticulture of the future**" in a joint venture with **Davines Group**, to discuss regenerative organic farming and learn more about the EROC strategic project.

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 the floriculture sector, 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; startups, 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/>

Linkedin @Flormart - The Green Italy - Instagram @flormart.thegreenitaly

Facebook @FlormartPadova - You tube @Flormart Padova

Press Office: Studio Eidos di Sabrina Talarico tel. 049.8910709 www.studioeidos.it