

Press release

FLORICULTURE AS A SECTOR OF ITALIAN EXCELLENCE, AT THE TOP OF EUROPEAN AND WORLD EXPORTS: URBAN AND LANDSCAPE REGENERATION AS FUTURE FOCUS

Italian floriculture stands out among the steadily growing national sectors, with significant export shares in international markets: Italy second in Europe only to the Netherlands, and third as an exporter globally. Now the focus must be on urban regeneration and landscape for a sustainable future.

In the presence of the Undersecretary of State for Agriculture, Food Sovereignty, and Forests, **Patrizio Giacomo La Pietra**, the President of the Italian Trade Agency, **Matteo Zoppas**, and representatives of Italian Floriculture and Agricultural Associations, a press conference was held today in Rome to present the 73rd edition of **Flormart GREEN ITALY**, the International Exhibition of Floriculture, Green and Landscape and a privileged observatory of the sector.

(Padua, September 25 - 27, 2024)

Rome, June 19, 2024 - The value of Made in Italy green production is a true national asset that stood at around 3.1 billion euros in 2023 (a good 30 percent more than the 2.45 billion euros of 2016, *annus horribilis* with the lowest figure marked in the last decade), even coming to equal the record figures of 2022, *annus mirabilis* for the sector (source: Istat).

Italian floriculture exports as a national point of excellence. Exports of Italian floriculture products represent a flagship: with a value of more than 1.2 billion euros, our nation is second only to the Netherlands in Europe while it holds the third position, after the Netherlands and Colombia, globally.

The total export consists of 780 million for ornamental and nursery plants (excluding fruit trees and shrubs, amounting to 90 million), 300 million for potted plants, 170 million derived from foliage, branches, mosses, lichens, cut, fresh or treated, and 135 million of the cut flowers. The more than positive export performance ensures the trade balance, with the 27 EU countries being the main destination of Italian products (about 80 percent).

Value of flower, ornamental plant and nursery production in the world and Europe. Globally, according to Eurostat estimates, the value to the production of flowers and ornamental plants (excluding nurseries) is 25 billion euros (**1.46 billion that of Italy**), generated by 300,000 businesses in the sector over an area of 680,000 hectares. To these numbers must be added those of the nursery industry: 28 billion in production value (Italy's 1.68 billion) and 61,000 enterprises for a total estimated value of the global sector of 53 billion euros.

At the European level, the value of flower and ornamental plant production, excluding nurseries (generated by 33,000 enterprises on an area of 55,000 hectares), is 9.4 billion, 10 times African production and almost twice that of North American production (source: Eurostat, AIPH); the value of European nursery production is 12

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billion, with an estimated 20,000 enterprises in the industry (source: Eurostat), for a total estimated value of the European industry of 21.4 billion euros.

Italian floriculture for urban and landscape regeneration. The Green theme, even in front of these numbers, is becoming increasingly important in a broader context of urban regeneration at the international level. This is confirmed by our Constitution, which, with the recent amendment in February 2022, highlights the great value of green: in fact, Article 9 has been extended to include the protection of the environment, biodiversity, ecosystems and animals, while Article 41 affirms that health and the environment are paradigms to be protected by the economy, on a par with security, freedom and human dignity. The landscape is not only an asset to be protected but becomes a founding element of the identity of territories, where the idea of urban design, inextricably linked to green, must be consistent and harmonious with the development of new activities, protecting and promoting both environmental assets and the landscape itself. The goal, therefore, is to provide a broader approach that also includes the well-being of citizens, as indicated, for example, by One Health, a health model based on the integration of different disciplines officially recognized by the Italian Ministry of Health, the European Commission and international organizations.

Public green and private green. The 2024 edition of Flormart GREEN ITALY will bring attention to these issues, with focus on green for business, new residential districts, sports and leisure, and commercial areas. The different thematic areas will provide an opportunity for industry stakeholders to engage with real issues that concretely influence the development of the landscape.

Industry operators and the support of ITA-Italian Trade Agency. A large number of industry operators will participate at the Exhibition, at least 50 percent of them from abroad, thanks to the cooperation with ITA-Italian Trade Agency. Invitations of profiled operators are in progress from Albania, Austria, Bahrain, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Germany, Greece, Hungary, Iran, Ireland, Jordan, Kazakhstan, Lebanon, Lithuania, Montenegro, Morocco, Norway, Poland, Portugal, Qatar, Romania, Saudi Arabia, Serbia, Slovenia, Spain, Switzerland, Tunisia, United Arab Emirates, Uzbekistan, United Kingdom, Holland, Luxembourg, Finland, Sweden and Latvia.

*"Flormart GREEN ITALY over time has been able to carve out a leading role for itself in the national and international floriculture scene, representing one of the most concrete symbols of the set of values of which Italian agriculture is the bearer. The Meloni government has put agriculture at the center of its political agenda, demonstrating an attention that, in the field of floriculture, has been realized with the approval of the DdL Florovivaismo - **said Patrizio Giacomo La Pietra, Undersecretary of State for Agriculture, food sovereignty and forests** - The goal we have set is to update the regulatory framework, focus on research, experimentation and technological innovation, that also takes into account the need to combine production and respect for the environment.*

*"Italy is the third largest exporter of floriculture products in the world, after the Netherlands and Colombia, thanks to the quality and varieties offered, by producers of Made in Italy excellence. Tropical productions, for example, successfully reach destinations such as Dubai and Morocco, attesting to the ability of the Italian sector to satisfy diversified and demanding markets- **said Matteo Zoppas, President of the ITA-Italian Trade Agency** - The Italian floriculture sector in 2023 recorded a turnover of about €3 billion, of which €1.2 billion was generated by exports, practically stable compared to 2022 but up about 35 percent compared to 2019,*

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before the black swans. This is a significant figure that highlights Italy's competitiveness at the international level, also confirmed by the 4.5 percent growth in the first months of 2024, higher than the national average. ITA plays a key role in promoting the sector, working closely with Fiere di Parma and carefully selecting the operators in the sector who participate in events in Italy and abroad; at Flormart with 200 exhibitors we will bring 150 operators, including buyers, journalists and opinion makers, from 41 countries, with the aim of helping to consolidate the presence in international markets and seize new business opportunities for Italian operators. Thanks to this synergy, SMEs in the sector have the opportunity to expand their network of contacts and conclude valuable business agreements, which can represent even a whole year's turnover.

*"It is with satisfaction that Fiere di Parma confirms the commitment it made three years ago to promote, through Flormart GREEN ITALY, Italian floriculture as a fundamental pillar for urban and landscape regeneration"-said **Antonio Cellie, CEO of Fiere di Parma**-"Exceeding the threshold of three billion in terms of production value, means counting by right Floriculture among the first level resources in the national context; this figure, together with the Italian export figures of one billion 200 million, therefore confirm the great importance of our production also at international level."*

The 73rd edition of Flormart Green Italy thus becomes a privileged international observatory on the floriculture, green, and landscape sectors, where all the main actors of the sector come together to create a common and sustainable vision for the future.

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<https://flormart.it/cartella-stampa-flm24/>

Link streaming: <https://stream.lifefizecloud.com/extension/21726816/065eec2b-756f-4abc-b2d7-f2d8aaf9dd50>

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