



**FLORMART GREEN ITALY**  
Salone internazionale di florovivaismo, verde e paesaggio  
**25-27 SETTEMBRE 2024**

Press Release

## THE 2024 EDITION OF FLORMART GREEN ITALY IS ABOUT TO START

*September 25 to 27 in Padua, an unmissable event for professionals and enthusiasts of greenery, floriculture, and environmental sustainability*

**Milan, September 18, 2024** – FLORMART GREEN ITALY, the historic international fair dedicated to floriculture and green trends, is about to begin from September 25 to 27, the Padua Fair will become the beating heart of innovation and sustainability in the green and floriculture sector, welcoming professionals, companies, and enthusiasts from all over the world.

### **An international reach: collaboration with Italian Trade Agency**

The event, which spans over 7,000 square meters, is enhanced by the participation of more than 120 international exhibitors and approximately 200 Italian and international buyers from over 30 countries. Thanks to the collaboration with the Italian Trade Agency, the 2024 edition boasts the participation of Albania, Bahrain, Belgium, Bulgaria, Croatia, Denmark, France, Germany, Greece, Hungary, Iran, Jordan, Kazakhstan, Kuwait, Lebanon, Lithuania, Montenegro, Morocco, the Netherlands, Poland, Portugal, Qatar, Romania, Saudi Arabia, Serbia, Slovenia, Spain, Switzerland, Tunisia, the United Arab Emirates, the United Kingdom, and Uzbekistan. This significant international presence confirms FLORMART GREEN ITALY as a privileged platform for the development of new business opportunities and the expansion of the floriculture markets.

### **A journey through green thematic areas**

Visitors will immerse themselves in a rich and diverse exhibition path designed to explore the many facets of the green world. The fair's Special Areas will offer a comprehensive overview of the latest trends and innovations in the sector. Topics will range from sustainable management of urban and private green spaces to the best practices in eco-friendly landscape architecture, and the new frontiers

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of retail in the green sector, with a particular focus on digitization and emerging technologies. These thematic areas will offer professionals and enthusiasts a unique opportunity to discover innovative and sustainable solutions, fostering dialogue and idea exchange between various actors in the sector.

### **Immersive experiences and cultural events**

Flormart Green Italy is not just an exhibition but also emotion and culture. Fascinating exhibition routes will lead visitors through the history of gardens, while immersive spaces where nature and design blend will offer unique sensory experiences and relaxing moments within the fair. Additionally, areas dedicated to literature and specialized information will become cultural reference points to deepen knowledge and stay updated on the latest sector news.

### **Training and insights**

The 2024 edition of the Show presents a rich program of conferences and training meetings that will address crucial topics for the green and sustainability sector. Among the main topics covered are the role of urban greenery in mitigating climate change, innovations in Mediterranean agrivoltaics, multidisciplinary challenges in the design of green works, and the importance of biodiversity through the use of resilient plant species. Professional aspects related to the role of landscape architects and the latest trends in cultivation substrates will also be discussed. These meetings will provide professionals with a valuable opportunity to update, exchange ideas, and develop new skills.

### **Support from the CEO of Fiere di Parma**

“The excellent economic results of the Italian floriculture sector are clear evidence of its vitality and development potential,” said Antonio Cellie, CEO of Fiere di Parma. “Our country is confirmed as a leader on the European and global scene, and for this reason, Flormart Green Italy aims to support and amplify this growth, offering a platform where innovation, sustainability, and business meet.”

### **Economic data on floriculture**

Italian floriculture is confirmed as an excellence of the national economy. With exports amounting to around 1.2 billion euros, Italy ranks among the top in Europe and worldwide: second in Europe and third globally in the sector, preceded only by the Netherlands and Colombia.

Flormart Green Italy 2024 promises to be an unmissable event for professionals and enthusiasts of floriculture, greenery, and sustainability. A unique opportunity to discover the latest innovations, delve into crucial issues for the future of the planet, and create new professional synergies.

**The appointment with FLORMART GREEN ITALY is in PADUA on SEPTEMBER 25-26-27, 2024**



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**To view the full program of the conference:**

<https://flormart.it/eventi-2024/>

**For press accreditation:**

<https://flormart.it/media/accredito-stampa-2024/>

## FOR PRESS INFORMATION

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