

FLORMART - GREEN ITALY 2024 GUIDE TO THE BUSINESS AGENDA

What is the Business Agenda?

The Business Agenda is an online easy-to-use tool that will allow you to **book meetings** in advance with exhibitors at Flormart - GREEN ITALY 2024 for a quicker and more efficient visit.

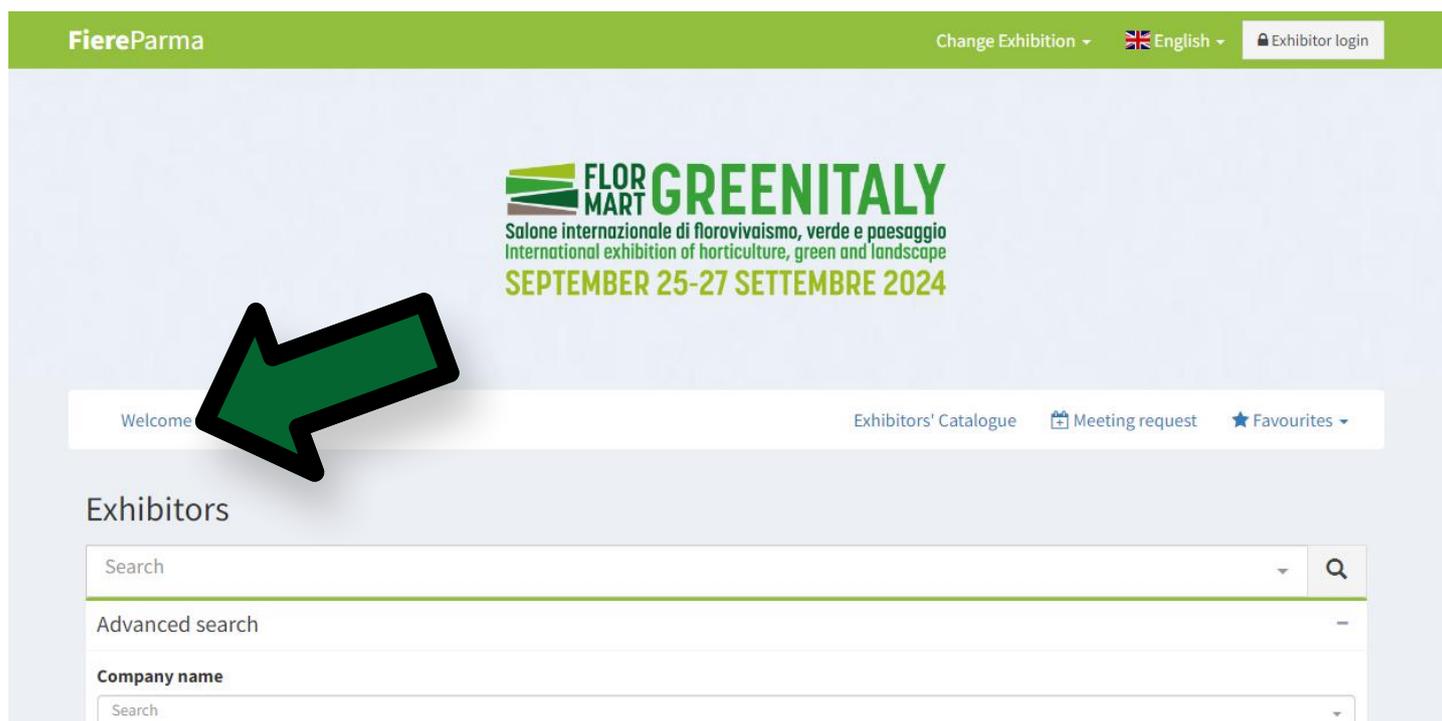
Through the Business Agenda you can also **download your Buyer Pass**, which will work as an entrance ticket to the show.

HOW IT WORKS:

You can access the Business Agenda at the following link:
<https://catalogo.fiereparma.it/manifestazione/flormart-2024>

1) LOGIN

Login with your credentials here:



The screenshot shows the FiereParma website interface. At the top, there is a green navigation bar with the text 'FiereParma' on the left, and 'Change Exhibition', 'English', and 'Exhibitor login' on the right. Below the navigation bar, the main content area features the 'FLORMART GREEN ITALY' logo and the text 'Salone internazionale di florovivaismo, verde e paesaggio' and 'International exhibition of horticulture, green and landscape' followed by 'SEPTEMBER 25-27 SETTEMBRE 2024'. A green arrow points to the 'Welcome' text in the navigation bar. Below the main content area, there is a white navigation bar with 'Exhibitors' Catalogue', 'Meeting request', and 'Favourites'. Below the navigation bar, there is a section titled 'Exhibitors' with a search bar and a dropdown menu for 'Company name'.

2) DOWNLOAD YOUR PASS

If you have successfully logged-in you will see “Welcome” instead of “Buyer login”.

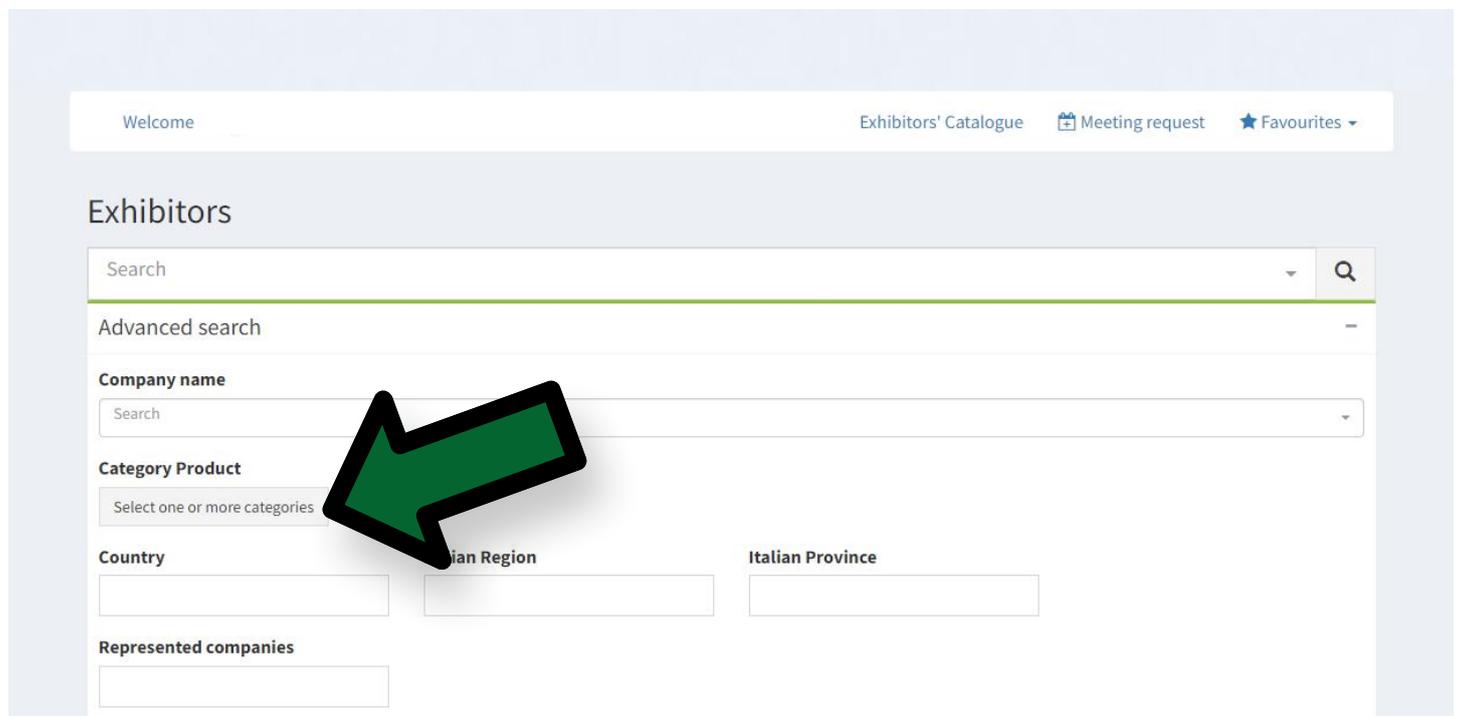
Press it to open the drop-down menu; by clicking on “Download your Buyer Pass”, it will automatically download a PDF file with your personal ticket.



3) LOOK FOR EXHIBITORS AND REQUEST MEETINGS

Scroll down in the main page to see the search engine. Here you can look for exhibitors by name, by category product or by other criteria.

The best way to find exhibitors you might be interested in is by **category product**, click as shown in the image to open the categories' list:



Select the ones you are interested in as shown in the image:

Category Product

- HORTICULTURE
- LANDSCAPE ARCHITECTURE
- TECHNICAL EQUIPMENT FOR PLANT PRODUCTION AND GREENERY
- SERVICES
 - Certification
 - Consultancy
 - Specialized Press
 - Governance And Services
 - Marketing And Promotion
 - Ministries, Regions, Cities, City Networks
 - Rent
 - Security Products And Systems
 - Design
 - Network Projects For Innovation
 - Public Administration
 - Research
 - Naturalistic Engineering Services
 - Financial And Insurance Services
 - It Services
 - Services For Sustainability
 - Transports And Logistics

Close categories

For maximum efficiency, we suggest looking for only one category at a time.

Once you have selected your preferences, **always** press “find” to finalize your research.

Company name

Search

Category Product

Select one or more categories

Selected Product Categories

Arboriculture Game Areas Outdoor Furnishings Street Furniture Sound Barriers Green Building Land Reclamation Garden Center Outdoor Sound Diffusion
Building Ecology Artificial Grass Planters Fountains Geosynthetics Geotextiles Stones, Sand, Pebbles, Gravel Lighting Outdoor Lighting Systems
Urban Lighting Systems Waterproofing Irrigation Garden Ponds Green Maintenance Building Materials Retaining Walls Landscape And Sustainability Outdoor Paving
Draining Floors Aerial Platforms Swimming Pools And Bio Pools Furniture Production Production Of Outdoor Games And Sport Equipment Landscape Planning Outdoor Cooling
Restoration And Historic Garden Maintenance Software For Planning And Management Design Studies Turf Green Roofs Green Technologies Vertical Green
Governance And Services It Services

Country **Italian Region** **Italian Province**

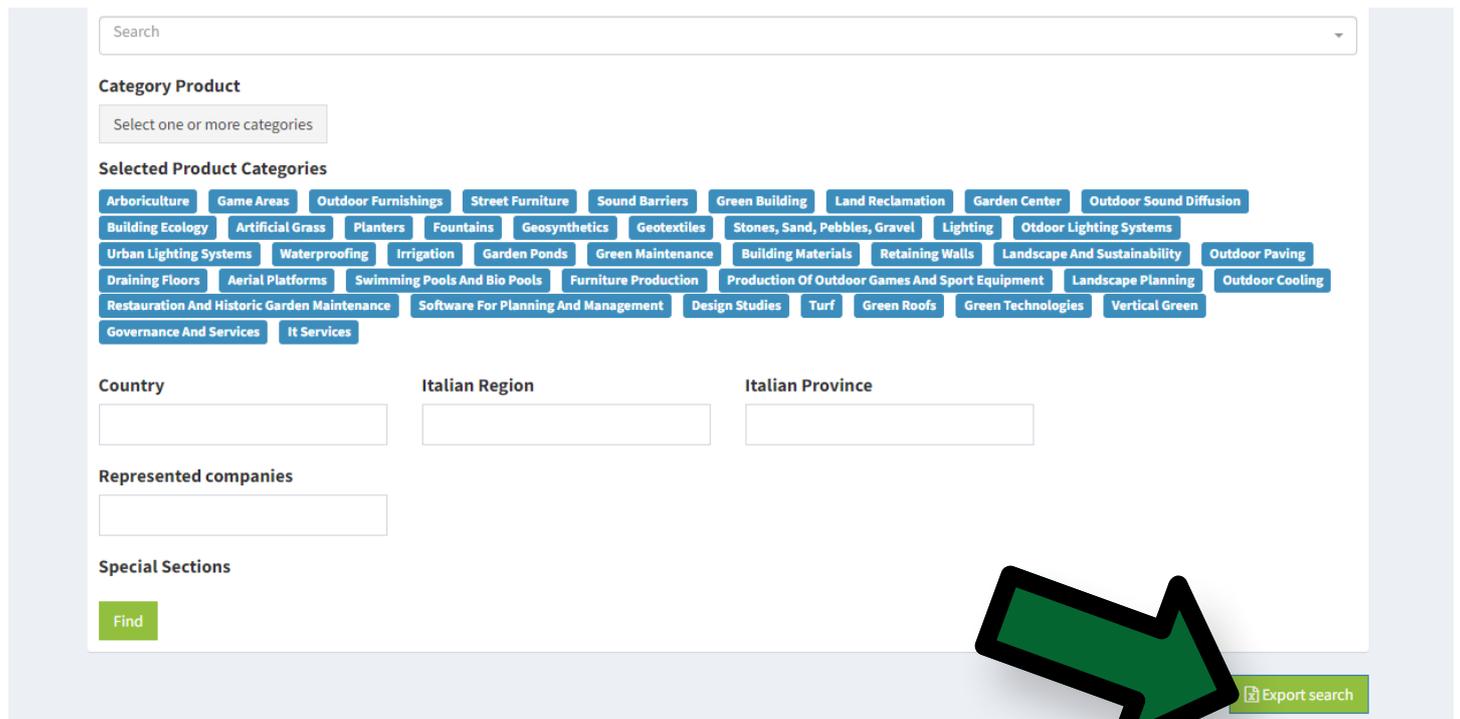
Represented companies

Special S

Find



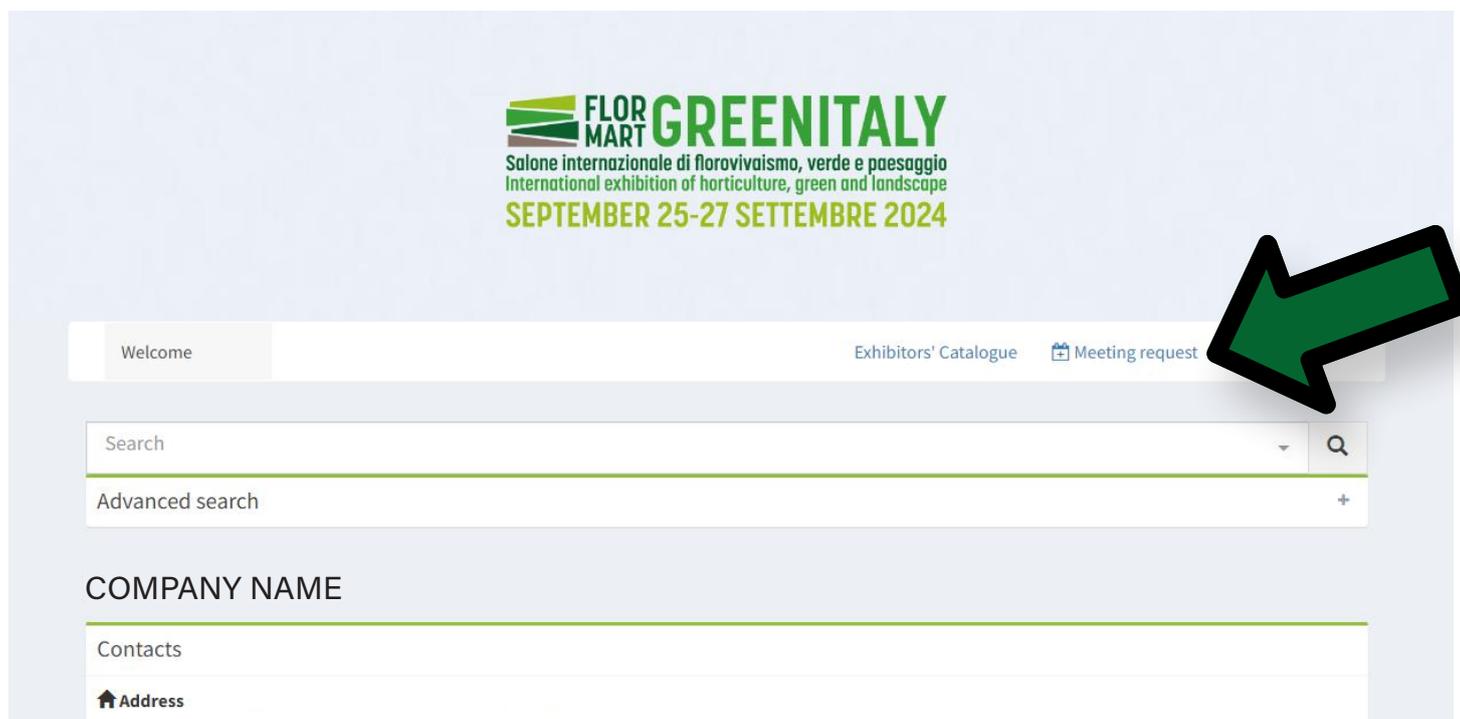
You can also download your selection pressing “Export search” in the right corner:



The screenshot shows a search filter interface. At the top is a search input field. Below it is a 'Category Product' section with a 'Select one or more categories' button. A 'Selected Product Categories' section contains numerous blue buttons for various categories such as 'Arboriculture', 'Game Areas', 'Outdoor Furnishings', 'Street Furniture', 'Sound Barriers', 'Green Building', 'Land Reclamation', 'Garden Center', 'Outdoor Sound Diffusion', 'Building Ecology', 'Artificial Grass', 'Planters', 'Fountains', 'Geosynthetics', 'Geotextiles', 'Stones, Sand, Pebbles, Gravel', 'Lighting', 'Outdoor Lighting Systems', 'Urban Lighting Systems', 'Waterproofing', 'Irrigation', 'Garden Ponds', 'Green Maintenance', 'Building Materials', 'Retaining Walls', 'Landscape And Sustainability', 'Outdoor Paving', 'Draining Floors', 'Aerial Platforms', 'Swimming Pools And Bio Pools', 'Furniture Production', 'Production Of Outdoor Games And Sport Equipment', 'Landscape Planning', 'Outdoor Cooling', 'Restoration And Historic Garden Maintenance', 'Software For Planning And Management', 'Design Studies', 'Turf', 'Green Roofs', 'Green Technologies', 'Vertical Green', 'Governance And Services', and 'It Services'. Below the categories are three input fields for 'Country', 'Italian Region', and 'Italian Province'. There is also a 'Represented companies' input field and a 'Special Sections' section with a 'Find' button. In the bottom right corner, there is a green button labeled 'Export search' with a document icon, which is highlighted by a large green arrow.

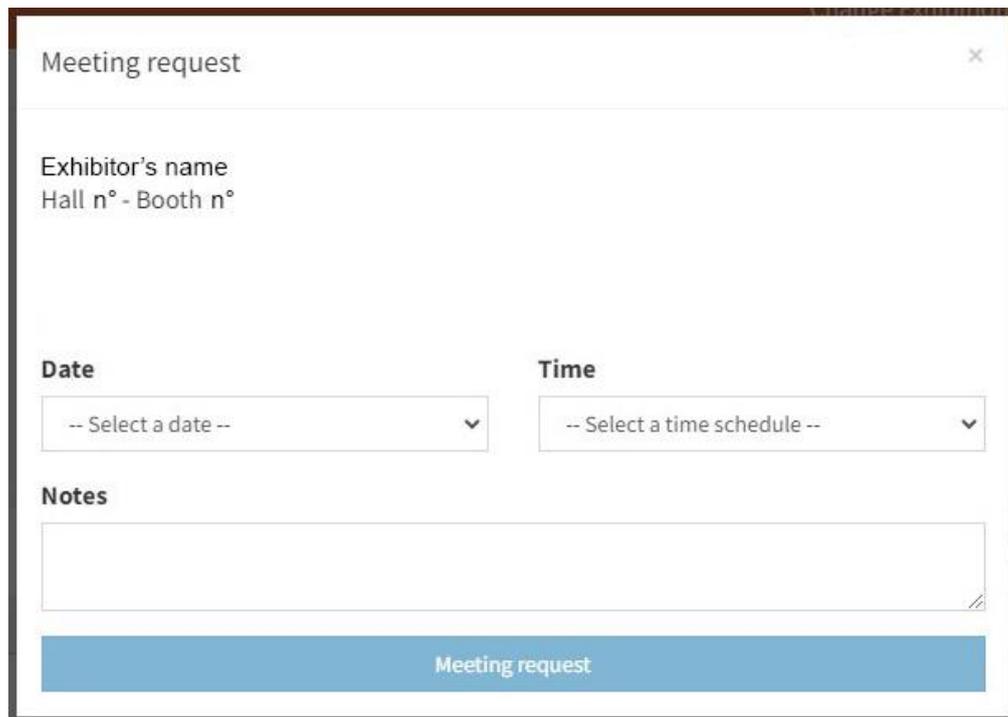
Scrolling down in this same page, you will now see the selection of exhibitors that matches the criteria you entered.

Click on the icons with the name of the exhibitor of your interest to open their page and see a brief description of the company and their contact information. If you are interested in having an appointment with them, on the top right you will see “Meeting request” as in the image:



The screenshot shows an exhibitor profile page for 'FLOR MART GREENITALY'. The header includes the logo and text: 'Salone internazionale di florovivaismo, verde e paesaggio' and 'International exhibition of horticulture, green and landscape SEPTEMBER 25-27 SETTEMBRE 2024'. Below the header is a navigation bar with 'Welcome', 'Exhibitors' Catalogue', and 'Meeting request' (with a calendar icon). A search bar is present with a search icon and a plus sign for 'Advanced search'. The main content area is titled 'COMPANY NAME' and has a green underline. Below this are sections for 'Contacts' and 'Address' (with a house icon). A large green arrow points to the 'Meeting request' button in the navigation bar.

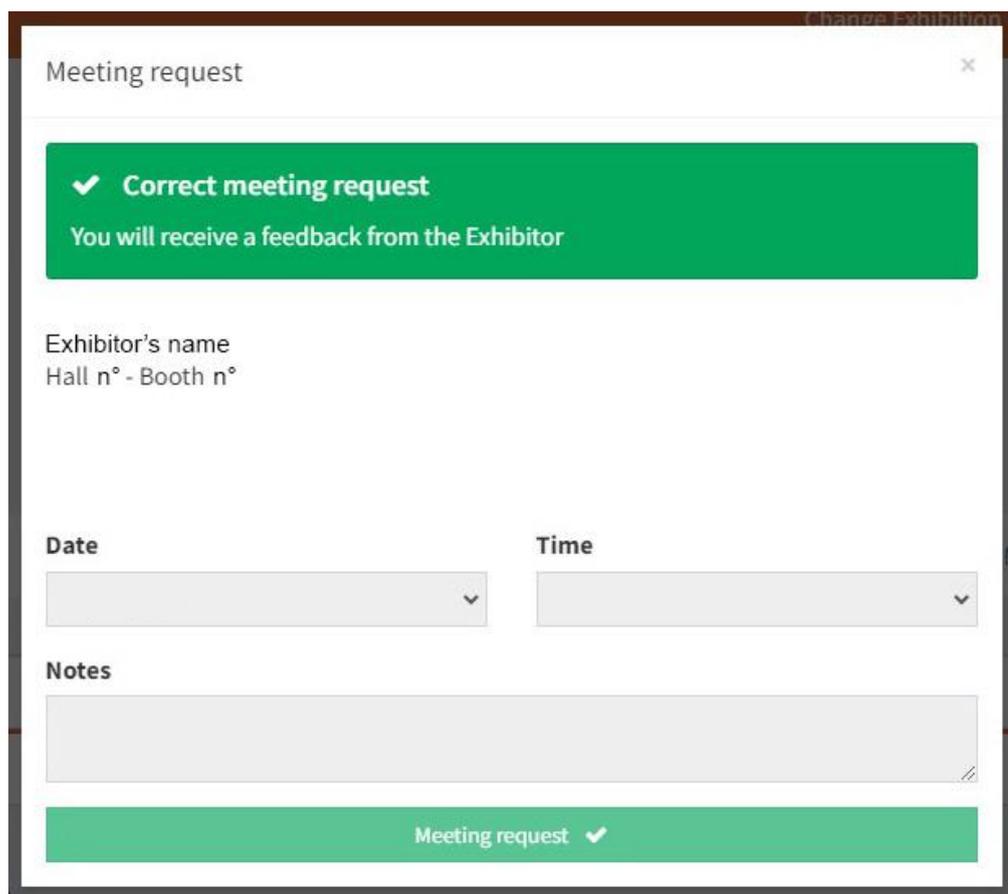
Select the day and time and send a proposal to the exhibitor.



The screenshot shows a web form titled "Meeting request" with a close button (X) in the top right corner. The form contains the following fields:

- Exhibitor's name** and **Hall n° - Booth n°**: Text input fields.
- Date**: A dropdown menu with the placeholder text "-- Select a date --".
- Time**: A dropdown menu with the placeholder text "-- Select a time schedule --".
- Notes**: A large text area for additional information.
- Meeting request**: A blue button at the bottom of the form.

If the request has been successfully submitted you will see this.



The screenshot shows the same "Meeting request" form, but with a green success message at the top:

- Correct meeting request** (with a checkmark icon)
- You will receive a feedback from the Exhibitor**

The form fields below the message are now disabled (greyed out):

- Exhibitor's name** and **Hall n° - Booth n°**: Text input fields.
- Date** and **Time**: Disabled dropdown menus.
- Notes**: A disabled text area.
- Meeting request**: A green button with a checkmark icon.

You will be notified by email if the exhibitor takes any action: confirm, change or decline. Do not reply to the email, to communicate with the exhibitor please follow the instructions below.

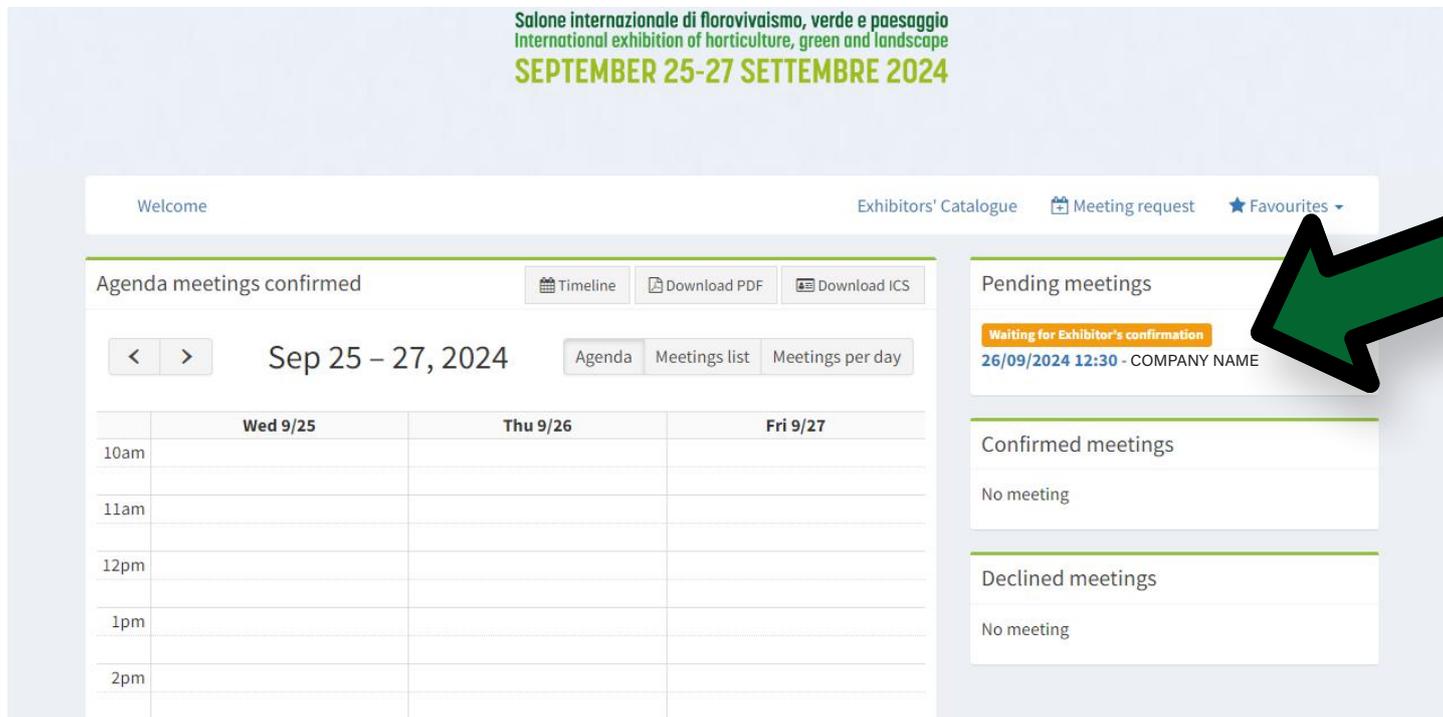
4) MANAGE YOUR MEETINGS AND COMMUNICATE WITH EXHIBITORS

Press “Welcome your name” and then “Manage meetings”.



Here you will see your schedule and will be able to manage each meeting individually.

Press on the date of the meeting you want to manage (as shown in the image):



Once you are here, scroll down to see the actions you can take, like accepting a change of date for a meeting requested or message directly an exhibitor.

Actions

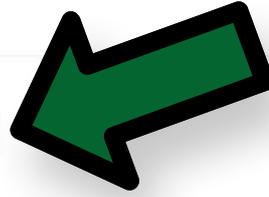
Change meeting date ▼

Send message to [REDACTED] ▼

Send message to [REDACTED]

[REDACTED]

Send message



We kindly remind you that your reply to any notification via email will only reach the Buyers Program Team and not the exhibitor.

All the meetings will take place directly at the exhibitor's stand.

The exhibitors do not have access to your data and can not ask you for a meeting, if you are interested do not hesitate to send them a meeting request!

If anything is still unclear or you need any further information, please do not hesitate to contact us at businessagenda@fiereparma.it or call +39 0521 996 665.