



FLORMART GREENITALY

International exhibition of horticulture, green and landscape

25-27 SEPTEMBER 2024

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FIERA DI PADOVA



*Tomorrow's
landscape*

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segreteria.flormart@fiereparma.it | flormart.it f @ in

WELCOME TO GREEN ITALY

4 strong reasons to be at Flormart - GREEN ITALY

Tomorrow's landscape is at the focus of deep rethinking and numerous public discussions. The core of Flormart - GREEN ITALY 's offer consists of the technical and theoretical skills of an entire community: in fact, the trade show aims to identifying the future priorities for social well-being in order to win the great challenge of the livability of our urban spaces.

Here, therefore, are 4 EXCELLENT REASONS to join us in Padua, from September 25th to 27th:

01 It is a smart exhibitor-friendly trade show

Featuring a compact layout to enhance the interaction between supply and demand.

It offers a high-quality networking system 02

And it is aimed at selected and targeted public and private operators. Additionally, international Top Buyers enjoy a unique, customized, and all-inclusive incoming program.

03 It provides relevant contents

Such as numerous networking events and training opportunities.

Promotes the very finest of Green Italy 04

And brings the best Italian skills in landscape designing to the major target markets.

GREEN AGORAS

Areas to discuss about tomorrow's landscape



GREEN AGORAS Hall 8 - Public Greenery

- GREEN CALLING
- PUBLIC PARK DIMENSION
- HEALING GREENERY



GREEN AGORAS Hall 7 - Private Greenery

- NATURE PLAYGROUND
- GREEN + FACTORY
- THE GREEN MALL
- NEW HOUSING, NEW GREENERY



FACTS&FIGURES2023

A look at 2023



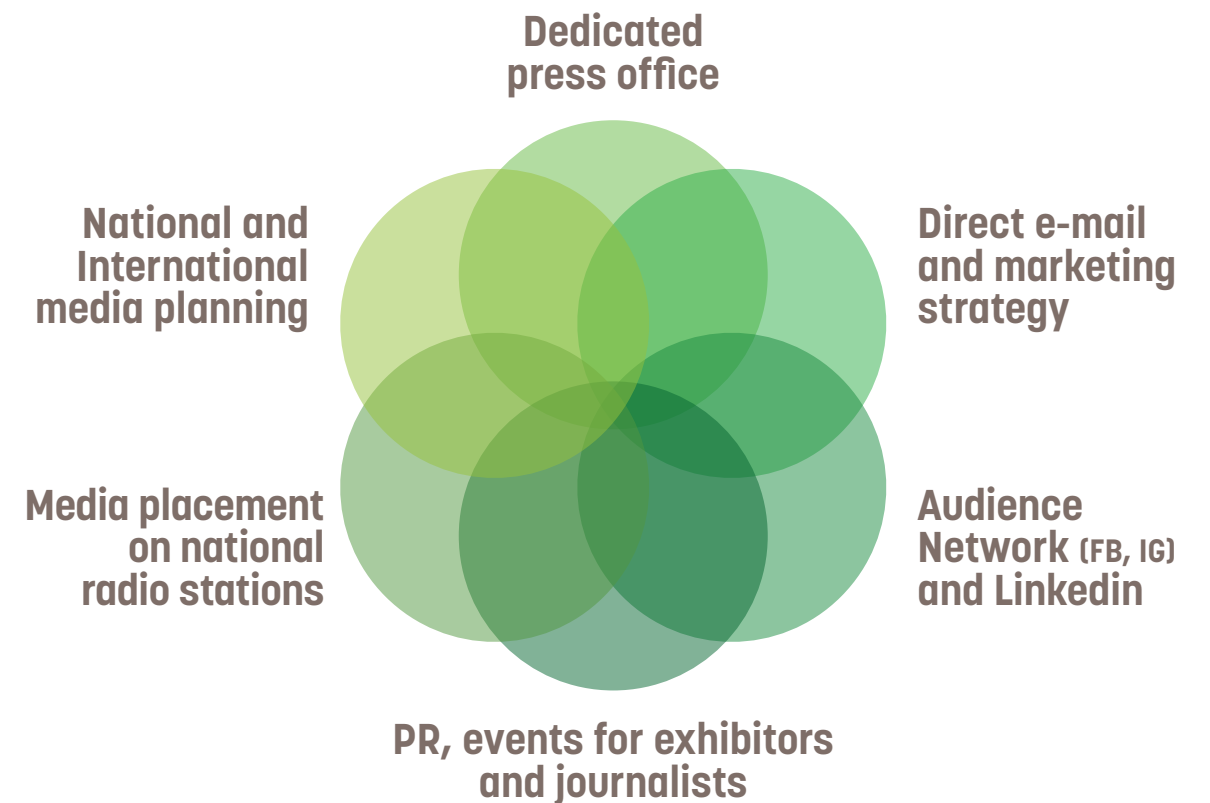
THE EXHIBITION SCHEDULING

September is the ideal month for exhibitors and visitors. Traditionally, it fits in well with the seasonal operations of horticulturists, companies and green technicians. In addition, it also a convenient time for major national and international buyers (who can plan new agreements and partnerships for the coming year), as well as for public administrations, landscape architects and other visiting professionals.

COMMUNICATION PLAN

Marketing and media mix strategies

The integrated communication plan prepared for Flormart - **GREEN ITALY** aims to engage and reach a vast, highly qualified audience of industry professionals from all over the world. These are its supporting tools:



The plan brings together stimuli, useful information and important new opportunities from the sector, which the event intends to make available to all stakeholders, mutually sharing information and promoting its dissemination on multiple channels.

- | | |
|----------------------|--|
| DEC 2023, 5-7 | • Paysalia 2023 - Lyon (FR) |
| JAN 18 | • Green Agorà - Palazzo del Governatore, Parma |
| JAN 23-26 | • IPM - Essen (DE) |
| MAR-JUN | • Visits to Italian floriculture districts |
| APR | • Green Agorà - Fiere di Parma |
| MAY 8-10 | • Macfrut - Rimini |
| SEP 10-12 | • Glee - Birmingham (UK) |

**FLORMART
GREEN ITALY
ROADSHOW***

*Visit flormart.it/en to discover more dates

BUYERS PROGRAM 2023

A VIP experience by Flormart - GREEN ITALY

There are two programs with which the exhibition provides tailored services and activities for a complete and effective experience, reserved respectively for

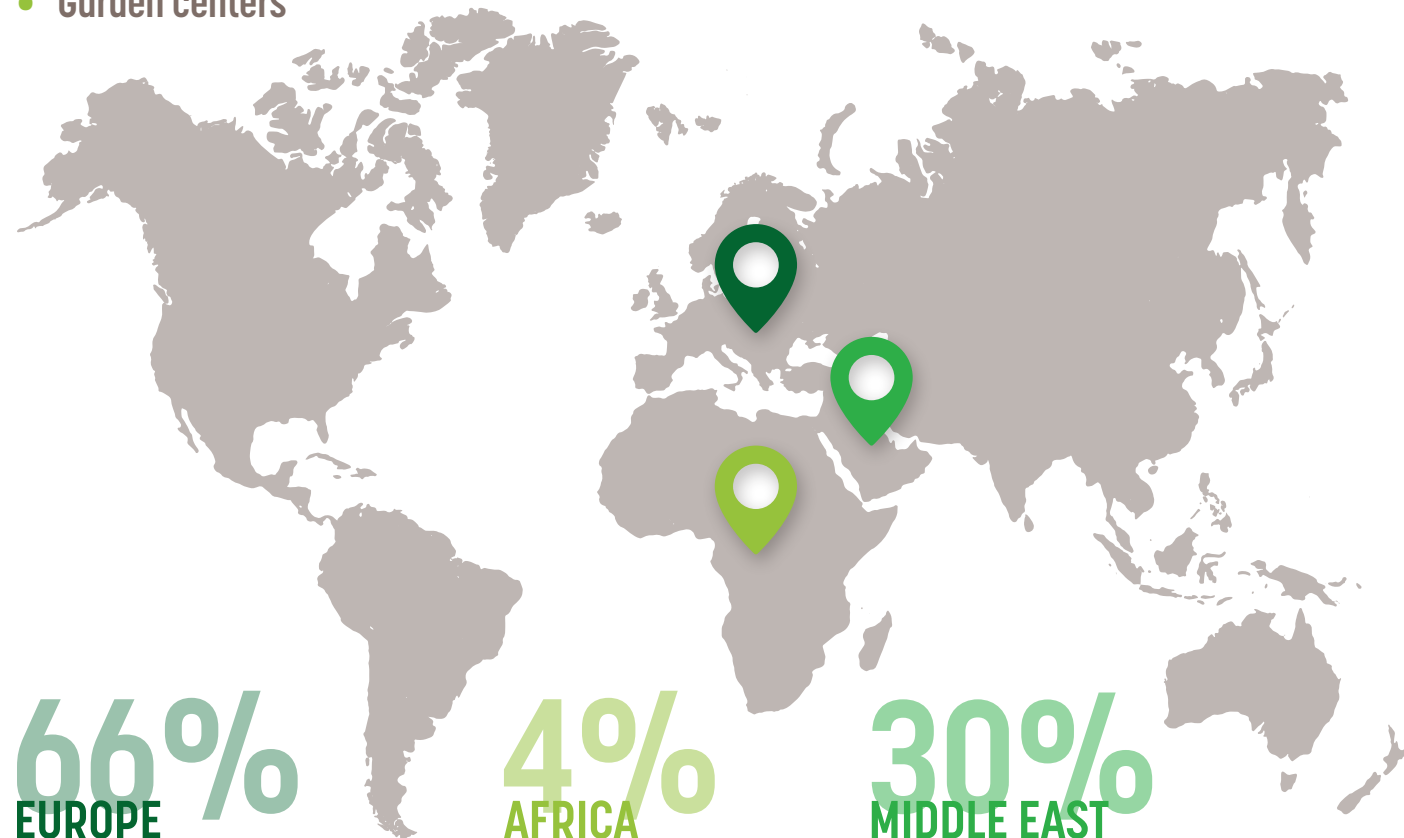
- Selected international operators
- Selected Italian operators

In terms of the **GLOBAL CIRCUIT** (focused on Europe and the Middle East) the targets consists of

- Garden center buyers and purchasing managers
- Green designers and landscape maintenance companies
- Architectural and landscaping studios
- Public Administration technicians
- Construction companies
- General contractors

In terms of the **NATIONAL CIRCUIT**, it consists of buyers and purchasing managers from

- Large retail
- DIY
- Garden centers



ABOUT US

Voices from the trade show

“

It is a good salon. The organization was very good, I met very interesting people and collect many contacts for my business.

DISNEYLAND PARIS, FRANCE

“

Amazing event!

THE GARDEN CENTRE, QATAR

“

An important event in the horticulture and gardening industry. A perfect platform for networking, discovering new products, and promoting eco-friendly practices.

IP SERIKBAEVA, KAZAKISTAN

“

Very professional organization.

AMIFLORA, LEBANON

“

It was an overall wonderful experience to participate in an insightful and meaningful event where we got the opportunity to interact with our future suppliers.

DESERT TURFCARE, UNITED ARAB EMIRATES

“

Well organized, good job!

IEDERA IMPORT EXPORT SRL, ROMANIA



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Info +39 0521 996840 | segreteria.flormart@fiereparma.it | flormart.it/en | Follow us on   