



Press Release

## **FLORMART, IN 2022 THE EXHIBITION OF FLORICULTURE RETURNS TO ITS TRADITIONAL DATE OF SEPTEMBER**

***The decision meant to ensure the presence of international buyers - Physical and virtual conference on the sector's most important issues in February 2022 in Padua***

(Padua, 13 January 2022) – The 71<sup>st</sup> edition of Flormart, the long-standing international exhibition of floriculture, floristry and landscaping, will be held in Padua on its traditional dates, from 21 to 23 September 2022, with the Special Edition scheduled from 9 to 11 February 2022 being cancelled.

The decision was made by the organizers in order to ensure the presence of international buyers, currently in doubt due to the persistence of the pandemic emergency, and to guarantee maximum health safety to exhibitors and visitors. Flormart has already activated a programme to facilitate the incoming of top sector buyers from Europe, Eastern Europe and countries in the Mediterranean region, also with the collaboration of the Italian Trade Agency (ICE) for the promotion abroad and the internationalization of Italian companies.

The road map leading to the opening of the exhibition in September, the traditional Flormart date, will include different initiatives, first of all a phygital conference to be held at the exhibition centre in Padua on February 9 2022, with the participation of the main players in the sector. The main topics of the conference will be the importance of floriculture and floristry for the ecological transition, the insertion of the sector in the Italian Recovery Plan (PNRR), the culture and management of urban green, and the increase of Made in Italy floriculture exports (*press release to follow*).

Flormart is the long-standing exhibition in the sector, organized for the first time in 1975 and now in its 71<sup>st</sup> edition. It has always been an international showcase of floriculture and a platform for business matching between those who produce plants, materials, furnishings, means of production and the users, nurserymen, large garden centres, green area builders, public bodies, Italian and European real estate groups, Italian and foreign buyers. Starting in 2021, a ten-year agreement with Padova Hall has created a partnership that entrusts the organization of Flormart to Fiere di Parma, while keeping the event anchored in the city of Padua and its exhibition centre, which is undergoing a comprehensive renovation project.

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In value terms, the Italian floriculture sector accounts for about 5% of national agricultural production, with a turnover of about 2.6 billion euros (*Crea elaboration on ISTAT data, 2020*). Potted plants and nurseries (plants and shrubs) make up 52% of production, with fresh cut flowers and foliage accounting for the rest. Italy on its own accounts for about 15% of EU production. Exports increased by 33.14% in the first 6 months of 2021, compared to the same period in 2020 (*ICE data*).

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