

**GREEN ITALY 2024 Buyers Program**  
**GENERAL PROGRAM**

➤ **Tuesday, September 24<sup>th</sup>**

For those arriving from Extra EU Countries: arrival at the airport, transfer to the hotel, check-in and pick up of the welcome postcard

➤ **Wednesday, September 25<sup>th</sup>**

For those arriving from EU Countries: arrival at the airport and transfer either to the exhibition ground or to the hotel, depending on their flight arrival time. At the hotel check-in, pick up of the welcome postcard\*

- h 8:30<sup>1</sup>* Meeting in the hotel entrance hall and departure for Flormart – GREEN ITALY
- Starting from h 9:00* Registration at the Buyers Lounge and pick up of the lunch voucher
- Free visit of Flormart – GREEN ITALY
- h 15:00/15:45* DESTINATION GREEN On Site “*Greenery & Landscape: from private gardens to the future of urban planning*” - Guided visit inside the trade show<sup>2</sup>
- h 17:00* Flormart Award Ceremony
- h 18:00<sup>1</sup>* Meeting in the Buyers’ Lounge and bus departure for hotels

➤ **Thursday, September 26<sup>th</sup>**

- h 8:30<sup>1</sup>* Meeting in the hotel hall and bus departure for Flormart – GREEN ITALY
- Starting from h 9:00* Registration at the Buyers Lounge and pick up of the lunch voucher
- Free visit of Flormart – GREEN ITALY
- h 15:00/15:45* DESTINATION GREEN On Site “*New perspectives and assortment strategies for garden centers*” - Guided visit inside the trade show<sup>2</sup>
- h 16:00/19:00* DESTINATION GREEN On the Road - Guided visit to an Italian nursery and to an Italian machine producer<sup>3</sup>
- h 18:30/21:00* *Networking Apéro* – An exclusive informal opportunity to meet and socialize
- From 20:45<sup>1</sup>* Meeting in the Buyers’ Lounge and bus departure for hotels<sup>4</sup>

➤ **Friday, September 27<sup>th</sup>**

- h 8:30<sup>1</sup>* Meeting in the hotel hall and departure for Flormart – GREEN ITALY
- Starting from h 9:00* Free visit of Flormart – GREEN ITALY
- Shuttle transfer to the airport – if requested and confirmed



**FLORMART GREEN ITALY**  
Salone internazionale di florovivaismo, verde e paesaggio  
International exhibition of horticulture, green and landscape  
**SEPTEMBER 25-27 SETTEMBRE 2024**

**IMPORTANT NOTES**

\*At your arrival at the hotel you will receive a Welcome Postcard with important information about your visit and stay: please read the “**Important Information**” and the “**How To Get To The Show**” documents carefully for further key details regarding your visit and the exact bus schedule.

<sup>1</sup> **Please check the exact departure time from/to your hotel in the “How to get to the Show” document.** You will find the Flormart GREEN ITALY Staff in the hotel hall.

<sup>2</sup> The **DESTINATION GREEN On Site** activity is optional and subject to limited availability. Participation is **reserved to delegates who requested to join it before September 18<sup>th</sup>**. If you're interested in attending, you can check if there are spots left at the Buyers' Lounge Registration Desk.

<sup>3</sup> The **DESTINATION GREEN On the Road** activity, scheduled on September 26<sup>th</sup>, is **reserved only to delegates who requested to join it via e-mail before August 20<sup>th</sup>**. If you're interested in attending, you can check if there are spots left at the Buyers' Lounge Registration Desk.

<sup>4</sup> Please note that on September 26<sup>th</sup> the transfer service from the exhibition ground to the hotels will be provided **only after the end of the Networking Apéro event** (no transfer service will be available before).

**English is the working language.**

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