

# **FLORMART 2023** **THE GREEN ITALY** **SEPTEMBER 20-22 SETTEMBRE** SALONE INTERNAZIONALE FLOROVIVAISMO, VERDE E PAESAGGIO INTERNATIONAL EXHIBITION OF HORTICULTURE, GREEN AND LANDSCAPE Flormart is a trademark of Padova Hort S.p.A. **FIERA DI PADOVA**

**Flormart – The Green Italy, Padova September, 20/22 2023. Water, earth, fire, air and the fifth element guide visitors into the different exhibiting sectors**

## **SUSTAINABLE AND HEALING GARDENS AT FLORMART THE GREEN ITALY 2023**

**Not just horticulture. Design, technology and innovation, bioengineering in the green sector.**

**Green, environment, sustainability and biodiversity** are topic trends of absolute importance **in Italy and in the world**. In recent years, **awareness and sensitivity** towards green issues has grown exponentially, also thanks to international commitments, such as the UN Agenda 2030 and the European Green Deal.

**Flormart – The Green Italy**, scheduled in **Padua from 20 to 22 September 2023**, fits into this context. The exhibition, dedicated to specialized operators in the sector, starts from horticulture to involve different and wider spaces in the green world.

## **The environmental impact influences the choices of 65% of Italians**

**Italians in the lead for green practices**. This is what emerges from the **EY Future Consumer Index 2023** (commented in preview for *Il Sole 24ore*), a survey that involved 21,000 participants from 27 countries. As International Environment Day approaches, June 5, 2023, Italians discover that they are **champions of sustainable behavior**. 74% of respondents (compared to 65% globally) say they are **concerned about the environment** and 63% (compared to 43%) expect climate change to worsen in the next six months. Again, it emerges that **behaving in a more sustainable way is a fundamental principle of one's life** (59% against 53%), so much so that 65% of the people involved **buy based on their environmental impact**.

## **3.7% increase in land destined for forestry**

**The area dedicated to sustainably managed forests is increasing in our country**. According to the **PEFC 2023 Report** on certification in Italy, in 2022 there are over 925,000 hectares of land destined for woods and plantations, with an **increase of 3.7% compared to the previous year**. There are 14 regions that have at least one certified forest, **Veneto is in third place with over 76,000 hectares**. Certified wood and paper processing companies also grew by 3.4%. These are numbers that confirm a **growing trend that affects the entire green sector**, first of all the **companies that deal with the creation and care of green areas**.

During Flormart – The Green Italy, visitors will be guided through the various product sectors by the 5 essential elements to life, in fact symbolically starting from the **earth, the cradle of roots** to find at the trade show the **most important producers on the national and European scene** who represent nursery gardening in its traditional and concrete meaning. Plants, vegetables, flowers of all kinds, also combined

# FLORMART 2023 THE GREEN ITALY SEPTEMBER 20-22 SETTEMBRE SALONE INTERNAZIONALE FLOROVIVAISMO, VERDE E PAESAGGIO INTERNATIONAL EXHIBITION OF HORTICULTURE, GREEN AND LANDSCAPE FIERA DI PADOVA

Flormart is a trademark of Padova Hall S.p.A.

in the most **current consumption trends** which see greater interest, for example, in **hydroponic crops and vertical agriculture**, medicinal herbs and small fruits, **edible flowers and melliferous plants** for bees and butterflies.

## More resilient crops against climate change

In anticipation of the next **International Biodiversity Day**, 22 May 2023, the green sector is dealing with the **effects of climate change**. In 2022 agriculture suffered damages for **6 billion**, the equivalent of **10% of the value of national production**.

*"Increasingly widespread and unpredictable extreme events – explains Renato Ferretti, agronomist – have repercussions on the production cycle of various crops. This leads to greater difficulties in planning and timing of planting and harvesting. We therefore need to work on cultivation techniques and on the selection of more resilient varieties".*

The element of **fire**, the energy that moves the sector, takes us precisely to the sector that at Flormart - The Green Italy is dedicated to **research, green management and cultivation care**. An ever-growing area with increasingly innovative proposals that aim for **all-round well-being**: from nourishing the soil to reinforcing the roots, from selecting specimens resistant to disease to those that **best adapt to climate change**. Always with particular attention to **completely natural solutions** that represent added value for the entire sector.

## Technology at the service of the environment and economy

**Action Agenda** to be implemented as soon as possible to reduce the risk of a **global water crisis**. It is the mandate issued by the United Nations **Water Conference 2023** in New York. Needless to say how important the issue is at a time when a **dramatic drought is putting a strain on the agricultural sector**.

For this reason, water, the source of life, is the element that at Flormart – The Green Italy leads to the sector dedicated to **technologies, equipment and means of production**. More and more companies are looking for innovative solutions that involve greater water recycling and therefore the least possible waste. But also **cutting-edge systems** to recover waste, reduce the impact of packing and packaging, increase the use of completely decomposable innovative materials.

In this sense, **technology** is not only fundamental in terms of the environment, but it also becomes a way to **save on production costs**. An ever-evolving sector to be discovered with the exhibitors present at Flormart – The Green Italy.

## Green trend 2023, from sustainable to healing gardens

The current that drives the future is **air**, which in addition to **innovation** represents the **design of greenery**. It is the world of **landscape designers**, architects and landscapers, interior decorators and

# **FLORMART 2023** **THE GREEN ITALY** **SEPTEMBER 20-22 SETTEMBRE** **SALONE INTERNAZIONALE FLOROVIVAISMO, VERDE E PAESAGGIO** **INTERNATIONAL EXHIBITION OF HORTICULTURE, GREEN AND LANDSCAPE** Flormart is a trademark of Padova Hall S.p.A. **FIERA DI PADOVA**

creative gardeners who will find all the current trends at the fair to get ideas and **be inspired**. A sector that is increasingly aimed also at **municipal administrations** for the **planning of urban furniture**.

*“The 2030 agenda reminds us – says **Antonio Cellie, CEO of Fiere di Parma** at the helm of Flormart – The Green Italy – that sustainability is also the protection of the territory, as a landscape in which the communities live, which is why Flormart – The Green Italy, is also aimed at the Public Administrations that govern the infrastructural choices and consequently the effects on the ecosystem”.*

This need also involves individuals. According to the **National Gardening Association of the United States**, the need to **customize green spaces** is increasingly strong. Whether you choose the **Scandinavian minimalist style**, the one with a **Victorian atmosphere**, or even the **Garden of Eden** with an abundance of colors and scents, the green space must do you good, relax and give well-being. In this sense, **sustainable gardens** that favor cacti and succulents, oleanders, bougainvilleas and brooms, flowers and aromatic herbs that require little water are increasing. But also healing gardens that involve doctors in choosing the greenery.

Among the **trend colors for 2023: viva magenta** also confirmed for the garden, together with **terracotta and blue**.

## **Artificial intelligence, bioengineering and drones**

Flormart – The Green Italy shows its soul in the **fifth element** that takes visitors on a **journey into the future**. Technology, innovation, start-ups, new professions, young entrepreneurs entering international markets: all of this is an **integral part of the identity of the trade fair event**.

The technological developments of recent years have also involved the agricultural sector, think of **artificial intelligence** at the service of soil monitoring or for the fight against parasites and diseases. **Bioengineering** represents another fundamental branch to create better and selected products, as well as **IoT devices, Internet of Things**, which allow the collection and management of valuable data for crops. Not to mention **drones**, used in agriculture to plant, sow and water crops.

## **Flormart - The Green Italy, international showcase of nursery gardening since 1971**

**Flormart - The Green Italy takes place in Padua from 20 to 22 September 2023.**

**Since 1971** Flormart - The Green Italy has been the historic professional event dedicated to nursery gardening: a **unique brand and tradition in Italy and Europe**. An **international showcase**, a highly specialized professional event dedicated to the entire green supply chain.

From the horticultural sector, over the years, Flormart - The Green Italy has grown by incorporating the green sector in the broadest sense of the term. **From landscape design** to environmental engineering, from green cities to urban furniture, from digitization to the **new green professions**. There are **several product sectors present**: creation and maintenance of green areas; design and innovation; technologies,

 **FLORMART 2023**  
**THE GREEN ITALY**  
**SEPTEMBER 20-22 SETTEMBRE**  
SALONE INTERNAZIONALE FLOROVIVAISMO, VERDE E PAESAGGIO  
INTERNATIONAL EXHIBITION OF HORTICULTURE, GREEN AND LANDSCAPE  
Flormart is a trademark of Padova Hall S.p.A. **FIERA DI PADOVA**

equipment and means of production; research, management and cultivation care; start-ups, media, services and training.

**For 72 editions**, Flormart - The Green Italy has been **the platform for sharing knowledge between operators in the sector and a meeting point for the various players in the supply chain**. Among these: nurserymen, growers, designers, green areas construction and maintenance companies, plant and flower traders, end users, public bodies.

**Fiere di Parma**, organizer of successful international events, boasts **80 years of trade fair experience**, with always technologically advanced solutions that combine **tradition, innovation and sustainability**. Its mission: **to promote the excellence of Made in Italy in the world**.

**Info: Flormart - The Green Italy** – <https://flormart.it/>

Linkedin @Flormart - The Green Italy - Instagram @flormart.thegreenitaly Facebook @FlormartPadova – You tube @Flormart Padova

Ufficio Stampa: Studio Eidos di Sabrina Talarico tel. 049.8910709 [www.studioeidos.it](http://www.studioeidos.it)

POWERED BY:  
  
**FIERE di PARMA**

 **CRÉDIT AGRICOLE**  
Fiere di Parma official Bank