

The 72nd edition of Flormart – The Green Italy, the international horticultural fair running in Padova from 20 to 22 September 2023, has been inaugurated.

FRAMEWORK LAW ON THE FLORICULTURAL INDUSTRY READY IN 2024

The ribbon was cut by the Under-Secretary of State for Agriculture, Food Sovereignty and Forests, **Patrizio Giacomo La Pietra**.

Aim of the European Green Deal: to plant three billion additional trees in Europe. The industry can deliver, but it needs the support of every country.

(Padova, 20 September) Today is the inauguration of **the 72nd edition of Flormart – The Green Italy, the international fair dedicated to greenery**, horticulture and landscape architecture, by the Under-Secretary of State for Agriculture, Food Sovereignty and Forests, **Patrizio Giacomo La Pietra, in Padova**. The event covers an exhibition area of **20,000 square metres** and is set to run until 22 September 2023. It sees the participation of **200 exhibitors** from Italian and European production areas, and **300 Top buyers including 150 foreign buyers**.

The inaugural ceremony featured speeches by: **Franco Mosconi**, Chair of Fiere di Parma, which is organising Flormart - The Green Italy for the second year running, **Nicola Rossi**, Chair of Padova Hall, **Antonio Bressa**, Councillor for Greenery of Padova City Council, **Brunella Saccone**, Head of the Food and Wine Agriculture department of ICE-Agenzia, and **Marco Andreoli** for the Veneto regional authorities.

Promoting all things “made in Italy” on international markets

One of the goals of Flormart – The Green Italy is to **support and promote Italy's horticultural sector**, not least in view of the Bill submitted for approval to the Senate. The Bill intends to regulate the sector's **5 main production areas**: floriculture and seed production; ornamental plant nurseries; fruit tree nurseries and the production of plants for urban decoration purposes and forestry materials.

“Flormart is the most fitting stage to state strongly that the moment has come for floriculture to stop being like Cinderella for Italian agriculture. - **State Under-Secretary Patrizio Giacomo La Pietra for agriculture, food sovereignty and forests** said - The industry boasts almost 3 billion sales figures, these numbers are worthy of note, but we can and must increase them, since the great consideration this sector has in Europe, as the export figures show, amounting to 75% of the entire production, and assessing the industry as a true and proper excellence. And this great potential is the starting point for our new bill we want on floriculture, together with minister Lollobrigida. Our aim is to give the industry a framework law, after long years of waiting, so that it can define roles and responsibilities of every operator, under a national strategy with a broad perspective. We need to give the right value to the aspects of floriculture that are often overlooked, maybe with the aid of a dedicated control room, and we must use these aspects to start developing even more the whole industry.”

In 2022, Italy witnessed an **increase in the sector's turnover** totalling **approximately 3 billion Euro**, 15% of the overall amount produced within the European Union. **Exports of Italian horticultural products** were also exceptional, exceeding the **900 million Euro mark**. The horticultural sector provides employment to 200,000 people every day. It numbers 24,000 businesses, with 30,000 hectares of cultivated land.

*“Thanks to Flormart and the joint effort with official organisations and trade bodies,” said **Franco Mosconi, Chair of Fiere di Parma** “Padova will be an international reference point for the sector as a whole. It will be offering fascinating insight that combines respect for Italy's long-standing horticultural tradition, and its ability to develop innovative answers to the challenges*

thrown up by the market. In so doing, it offers a unique showcase for the sector's supply chain as a whole. But there is more to Flormart. Flormart sets out to inform professionals and public authorities, and provide them with a means of understanding the importance of investing in proper urban planning for cities, and maintaining green areas. It aims to promote this culture and ensure it is a cornerstone and tangible starting point for creating sustainable cities".

Flormart – The Green Italy covers a surface area of 20,000 square metres. The wide range of top-flight exhibitors includes **a large number of businesses from the Veneto area itself**; companies with a long-standing tradition and that operate in the international marketplace.

*"The Padova area, with its renowned production district in Saonara," explained **Nicola Rossi, Chair of Padova Hall** "holds first place in Veneto and ranks 14th amongst Italy's provinces for the number of flower cultivation and plant production businesses: 291 businesses are registered throughout the province, accounting for no less than 30% of businesses operating on a regional level. As a result, Flormart has always found Padova's trade fair to offer the perfect location. The international horticultural fair continues to provide the sector with a vital benchmark and an unmissable event, not least for local companies: the fair offers them the chance to discover market trends, and meet new partners to grow their businesses and open up to foreign markets".*

*"Without any doubt, Flormart has been one of Europe's biggest greenery and horticultural fairs for many years now," stated **Antonio Bressa, Councillor for Greenery at Padova City Council**. It's not just a place where international buyers and key Italian horticultural companies - including some from the Padova area - do business. It also provides an opportunity to understand best practices for managing urban green areas and parks, a topic which has become fundamental for public administrations today. So we are proud of this tradition, and feel certain that Flormart will not disappoint the expectations of the thousands of professionals who will be visiting the three-day event".*

For Flormart – The Green Italy, **fostering and enhancing synergies between producers and retailers** from Italy and abroad is key. The mission of Fiere di Parma is in fact based on the desire to **promote Italian-made goods on international markets**. As a result, working in conjunction with **ICE Agenzia** and with the support of the main trade associations in Italy and abroad, it has created two programs: **Flormart Buyers Program** and **Flormart Experience**. Both incoming programs offer **a unique, all-round business experience to hand-picked professionals**; the aim is to raise the awareness of participants regarding the importance of **Italian horticulture as a true expression of Italian products**, whilst at the same time giving exhibiting companies valuable sales and promotion opportunities.

*"Horticulture is a key sector for our exports, and one that is highly innovative and dynamic," explained **Brunella Saccone, Head of the Food and Wine Agriculture department of ICE-Agenzia** - "Our agency has taken up the challenges and needs posed by the sector, and along with other stakeholders it is committed to helping Italian businesses in the supply chain with a variety of promotional measures. Working alongside Fiere di Parma, we are supporting the process of relaunching Flormart on an international level: the international delegation of the ICE (the Italian Institute for Foreign Commerce) is represented by over 150 top buyers and journalists from all over the world, all of whom are looking forward to meeting our businesses. In the following days we will also be presenting industry studies carried out specifically for the purpose on key focus countries".*

Flormart - The Green Italy, an international showcase for horticulture since 1971

In Padova from 20 to 22 September 2023, Flormart - The Green Italy is a long-standing professional event dedicated to **horticulture and landscape design: since 1971**, a brand and tradition unique of its kind in Italy and Europe. **An international showcase**, and a highly specialised professional event given over to the plant supply chain as a whole. Over the years, Flormart - The Green Italy has grown from its roots in the horticulture sector, going on to branch out into greenery in its broadest sense. From **landscape architecture** to environmental engineering, from **green cities** to urban furnishings, from **new greenery-related jobs** to digitalisation.

Various **goods sectors will be taking part**: creating and caring for green areas; design and innovation; technologies, tools and production equipment; research, management and treatments for crops; start ups, media, services and training.

Over the course of 72 editions, Flormart - The Green Italy has become a **platform for trade professionals to share knowledge, as well as offering a meeting place for stakeholders in the supply chain**. The latter include nursery owners, cultivators, designers, firms that create and care for green areas, plant and flower dealers, end users and public bodies.

Flormart - The Green Italy is organised by the Fiere di Parma group which, with effect from the last edition, has taken up the challenge to embrace new sectors such as horticulture.

Fiere di Parma has been organising successful international **trade fairs for 80 years**. Its solutions are always at the cutting edge, and manage to combine **tradition with innovation and sustainability**. Its mission is to **promote Italian-made excellence all over the world**.

Info: Flormart - The Green Italy is set to be held at Fiera di Padova trade fair premises from 20 to 22 September 2023 from 9 am to 6 pm, and is aimed solely at trade professionals, <https://flormart.it/>

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Press Office: Studio Eidos di Sabrina Talarico tel. 049.8910709 www.studioeidos.it