

Padova, 20-22 September 2023. Climate change, green cities, “parchi della salute”, biolakes and agroecology: an intense program of conferences at Flormart - The Green Italy.

THE CULTURE OF GREENERY

The Green Library, over 1,000 publications on the theme, meet&greet sessions with authors and book signings.

Over 240 species of wood from around the world: this is the priceless treasure of the Xylotheque on show at Flormart – The Green Italy.

Flormart - The Green Italy, the international fair dedicated to greenery, horticulture and landscape architecture, is an **unmissable meeting point for those in the business of greenery**, in order to remain up-to-date and forge new business ties. As a result, **from 20 to 22 September 2023 at the Fiera trade fair centre of Padova**, conferences and sessions for **fostering development and competitiveness of Italian horticulture** will be organised during the three-day event

The **culture of greenery** also takes centre stage with prestigious, original installations such as The Green Library, the Xylotheque and the **photographic exhibition entitled “Di fiore in foglia” (From flower to leaf)**.

All the conferences at Flormart – The Green Italy

A **packed calendar of events** is taking shape at Flormart – The Green Italy, a meeting place and **important opportunity** for the sector’s key players to meet and exchange ideas. Wednesday 20, Thursday 21 and Friday 22 September 2023 will see three intense days with the greatest greenery experts, trade associations and leading businesses putting horticulture and all things greenery-related under the spotlight.

Wednesday 20 September 2023/Climate change and micro-propagation Wednesday

20 September 2023 The inaugural conference will kick off the Fair and all the other appointments, including the conference dedicated to **Vivai Fiori quality certification** for understanding the procedure undertaken to earn the certification. **AIAPP** (the Italian Association of Landscape Architecture) presents **“The effects of climate change on the landscape system in cities: the need to shift from a planning to a management-based approach”** featuring the participation of nursery owners, greenery designers and creators, and professionals who manage urban greenery.

In the afternoon it is the turn of **“Micro-propagation alongside horticulture: understanding technology and the potential for environmentally-friendly plant nurseries”**, with Andrea Vitale, a technical micro-propagation consultant. The conference will also see the participation of Silvio Fritegotto, a professional agronomist, Luigi Catalano of CIVI Italia Roma, Agrimeca Grape and Fruit Consulting of Bari; and Maurizio Lombardi, Senior Researcher at the NRC.

For over thirty years, micro-propagation has been a key production sector in Italy’s plant nursery industry: there are **25 commercial** micro-propagation laboratories in Italy, which produce **over 50 million plants** (2022 survey) of a high genetic and sanitary quality. They include species ranging from fruit and root-stocks to cut flowers, ornamental species for gardens and indoors, and vegetables. Today it also plays an important role in **preserving biodiversity**, enhancing vegetable production and safeguarding local areas. The Workshop aims to showcase the potential of micro-propagation and the industry’s prospects for a future increasingly linked to controlling diseases and ensuring respect for the environment.

Thursday 21 September 2023/Managing green areas, green cities, substrates and “parchi della salute”

The morning of the second day will see work get underway with an interesting conference on **“Managing green areas, parks and gardens”** organised by the AIGP (Italian Association of Professional Gardeners). It will be followed by **“Studies, projects and applications for urban regeneration potential harnessing greenery – I want my city greener!”** in conjunction with **ANVE** (the National Association of Nursery-Stock Exporters). The amount of space given over to urban areas is growing at an exponential rate, to the detriment of green

areas. The conference tackles this subject, offering a general overview of the “plants and cities” topic, and of the economic and environmental benefits of greenery, before going on to examine virtuous examples. Amongst others, speakers will include Luigi Pagliani, Chair of ANVE; Maria Cristina Tullio, Chair of AIAPP; Giorgio Strapazzon, Chair of AIVEP and other experts including agronomists, landscape gardeners, landscape architects and urban planners. It will be moderated by Novella Cappelletti, Chair of Paysage.

AIPSA (the Italian Association of Producers of Cultivation Substrates and Soil Conditioners) will be presenting “**The substrates sector, from innovation to research and regulations**”, a talk offering information about substrates used for cultivation, a substance of fundamental importance in vegetable and flower growing, not to mention domestic plants and gardens. Often identified with other terms ranging from potting soil to topsoil and growing medium, substrates are the materials that replace soil, allowing plants to grow in an environment which is “out of the ground”. From vertical farming to ornamental horticulture to the management of household vegetable allotments. The talk will see the participation, amongst others, of Andrea Sandini, Chair of AIPSA and Francesco Accatino, a researcher at INRAE.

The afternoon will feature: “**Parchi della salute**” (urban garden spaces designed for promoting health) and **greenery for healing**” organised by **Assoverde** to examine plans to regulate parks so they can be certified as urban spaces for promoting health. It will also define the key criteria needed for certification.

Friday 22 September 2023/PNRR, communicating greenery, biolakes, agro-ecology, ornamental and forestry nurseries

The last day kicks off with a conference entitled “**Greenery for quality of life: implementation and prospects for the PNRR**” with the aim of offering an overview of projects linked to urban forests, historical parks and gardens, and other measures included in Italy's Recovery and Resilience Plan (PNRR) which have funded, or will fund, greenery in cities. Together with ANCI (the National Association of Italian Councils) and Pubblici Giardini, it will see the participation of Roberto Diolaiti, Chair of Pubblici Giardini and ANCI representative; Ciro Degl'Innocenti, Director of Landscape Design at Padova City Council, Mayors and other representatives from the political sphere; the moderator is expert agronomist Renato Ferretti.

It will be followed up with “**Communicating greenery and enhancing the urban landscape**” and “**Offsetting CO2 as a corporate strategy for climate change.**” **The importance of the provenance of green credits, the Italian market sets the bar**” by Forever Bambù.

Two further talks will be held in the afternoon. “**Agroecology: the horticulture of the future**” with **Davines Group**, to discuss regenerative organic farming and find out more about the EROC strategic project. Speakers: Gloria Oppici, Project Leader Flormart; Cesare Pacini and Lorenzo Ferretti for the University of Florence; and Dario Fornara, Research Director for EROC.

The works will wind up with “**Ornamental nurseries and forestry nurseries: future prospects**” in collaboration with **CREA-OF** (Centre of Research for Horticulture and Floriculture). The conference will outline public measures and financial resources available for research into varieties and for developing ornamental and forestry production in plant nurseries. Speakers: Alessandra Stefani, General Manager of MASAF; Giustino Mezzalira, Director of Research and Agro-Forestry Management for Veneto Agricoltura; Leonardo Capitanio, Chair of the International Association of Horticultural Producers; Enrico Allasia, national Chair of Wood Manufacturers of Confagricoltura; Marco Marchetti, Chair of Fondazione Alberitalia, and a number of representatives from CREA (the Italian Agricultural Research Council).

The Culture of Greenery with The Green Library

Flormart - The Green Italy will be making **considerable room for the culture of greenery**.

Alongside conferences and workshops with leading experts in all things plant-related, including caring for public greenery and garden architecture, **The Green Library**, one of the largest physical specialist libraries of all, will also be created. Visitors will be able to consult and buy publications, choosing from **over 1,000 titles, some of which are extremely rare**. Items range from technical books on horticulture to publications on trees, flowers, parks and historical gardens, not to mention landscape architecture. But in addition to **non-fiction**, **there will also be novels and books of poetry** on the subject of greenery and nature.

The Green Library features a **space for giving presentations**, in which a number of **authors, writers and experts** will give talks on their relationship with nature as they present their books. At the end, the **authors will meet and greet visitors and sign copies of the**

books. All the talks will be filmed and published on social media and the websites of Flormart, Agra publishing house and Leggere tutti, partners and organised of The Green Library.

From the Xylotheque to a photographic exhibition

A sample of a **linden tree which is over 220 years old** is amongst the **240-plus varieties of wood from around the world** in the **Xylotheque**. A priceless legacy worth visiting at Flormart – The Green Italy, of great **scientific, naturalistic and educational value**.

A small sample of wood is packed with information: its veining, colour and porosity make it possible to work out its **physical and mechanical properties**, age, durability and ability to withstand pressure and blows. Xylotheques are accordingly priceless tools for studying and conducting research on the most suitable species for tree planting, forestry and industrial purposes.

But above all it is a means of talking about **sustainability**, of again raising awareness about **natural biodiversity** and the importance of preserving it for the future.

This unmissable display covers everything from fruit trees to many types of fir tree, poplar, plane tree, eucalyptus and maple. The latter also include the **bird's eye maple, one of the rarest types of wood in the world**. The name comes from the design with what appear to be countless tiny eyes, giving the wood a three-dimensional effect. This motif is different from one tree to another, making each one unique.

Nature is also the star of the photographic exhibition entitled "**Di fiore in foglia**" (From flower to leaf) by **Danilo Marchesi**. **Over 70 shots** taken by the artist will be on show, including portraits of cyclamens and orchids, tulips and callas. A highly original journey through botanical beauty to be admired during the three days of Flormart – The Green Italy.

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 a tradition unique of its kind Italy and Europe. **This international showcase** is 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; startups, 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/>

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

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