



# FLORMART GREEN ITALY

Salone internazionale di florovivaismo, verde e paesaggio

## 25-27 SETTEMBRE 2024

Press release

## SUCCESS FOR THE 2024 EDITION OF FLORMART GREEN ITALY: THE EVENT CONFIRMS ITS STATUS AS THE KEY EVENT FOR THE FLORICULTURE SECTOR

*The third edition of Flormart Green Italy, the international event dedicated to floriculture and green trends, organized by Fiere di Parma, concluded today in Padua. Business, culture, special mentions, and international reach: these are the cornerstones of the most important fair in the floriculture industry.*

**Padua, September 27, 2024** – The 2024 edition of Flormart Green Italy, the International Exhibition dedicated to floriculture, greenery, and landscape, concluded today. Held from September 25 to 27, the event hosted over 125 exhibitors and attracted numerous visitors and journalists from around the world.

### **Business, green culture, and international reach**

The fair has been confirmed as a central event for the sector, fostering strategic meetings between green professionals, floriculture companies, and landscape designers. Many new products and technical innovations were displayed in the pavilions of the Fair. In addition, Flormart offered a rich program of conferences and workshops on key topics such as environmental sustainability, urban green management, and the role of plants in combating climate change, with guests and buyers from all over the world.

### **Innovation and sustainability at the heart of the Flormart Green Italy Awards**

A relevant moment of the 2024 edition of the Fair was the presentation of the Flormart Green Italy 2024 Award, aimed at recognizing the best innovations in the green sector. The award was given to projects that stood out for their originality and practical impact in various fields, from corporate green management to sports and leisure, to new industrial districts and commercial areas.

For the 2024 edition, the following awards and special mentions were given:

Powered by  
**FIERE DI PARMA**

[madeinitaly.gov.it](http://madeinitaly.gov.it)



**ITCA**  
ITALIAN TRADE AGENCY

MINISTERO DELL'AGRICOLTURA  
DELLA SOVRANITÀ ALIMENTARE  
E DELLE FORESTE

MINISTERO DELL'AMBIENTE  
E DELLA SICUREZZA ENERGETICA

[segreteria.flormart@fiereparma.it](mailto:segreteria.flormart@fiereparma.it) | [flormart.it](http://flormart.it) | follow us on [f](#) [@](#) [in](#)

- **Green for companies:** SALMEC SRL with the EASY CAR vehicle, designed to facilitate movement in nurseries. The Easy Load system and the maneuverability provided by the 180° rotating steering wheel make it unique in the Italian market.
- **Green for sports and leisure:** Hortival Diffusion - Minier Solution Pro (France) with the climbing plant *Campsis x tagliabuana Ebony & Red®*, a vigorous climber that blooms abundantly from July to September with deep red flowers and shiny foliage.
- **Green for new industrial districts:** Bruni Stefano with the electric machine *Mean Green Majoris Riv 152*, which stands out for its modularity and flexibility, offering various cutting width configurations and battery packs, all built with a lightweight and durable aluminum frame.
- **Green for new commercial areas:** Società Agricola Romiti Vivai s.s. di Pietro e Figli (Pistoia) for the *Photinia Red Robin* or *Rhynchospermum trachelospermum jasminoides* gazebo, an innovative solution that replaces the classic gazebo with a natural structure, providing a green, shaded refuge.

These projects demonstrate the excellence and creativity of the floriculture sector, focusing on sustainable innovation to address future challenges.

### **The future of floriculture: investing to maintain international leadership**

Italian floriculture is experiencing extraordinary growth, and continued investment in innovation and sustainability is necessary to maintain a leading role in a globally strategic sector. The push toward greener practices, strengthening technical skills, and supporting companies in the industry must remain a priority: Flormart Green Italy is concrete evidence of the commitment of institutions and private entities working together to support not only business but also sectoral know-how. Continuous dialogue between professionals and companies through conferences, meetings, and dedicated events enables new agreements and solutions that can contribute to the transformation of urban landscapes and productive, commercial, and recreational areas.

### **Flormart Green Italy's long-term commitment to the sector**

Floriculture not only represents a significant economic driver, with production value exceeding three billion euros, but it also plays a key role in the fight against climate change and in improving the quality of life in our cities.

Flormart Green Italy's long-term commitment to supporting green technologies and expanding sustainable business models will be crucial to addressing future challenges and keeping Italian floriculture competitive on the international stage.

The next edition of Flormart Green Italy is scheduled for September 2025, promising new opportunities for growth and collaboration for all green industry stakeholders.

#### FOR MORE INFORMATION

Flormart Green Italy Press Office

Door Communications

Rossella Morcia

M. +39 350 1684990

[flormart@doorcommunications.com](mailto:flormart@doorcommunications.com)

[www.doorcommunications.com](http://www.doorcommunications.com)



[madeinitaly.gov.it](http://madeinitaly.gov.it)



[segreteria.flormart@fiereparma.it](mailto:segreteria.flormart@fiereparma.it) | [flormart.it](http://flormart.it) | follow us on [f](#) [@](#) [in](#)