



# The Role of Green Spaces in Sustainable Cities: Greenitaly Brings the European Debate to Parma

Parma, December 4, 2025 – The journey toward **Greenitaly**, the premier event for horticulture and landscape design, has officially begun. Scheduled from **October 15 to 17, 2025**, the event will debut at the **PalaVerdi** in **Parma**, marking a transformative new chapter for the green industry.

## Introducing Greenitaly: A Visionary Event for the Green Industry

Yesterday afternoon, the inaugural "Green Agorà" meeting introduced the new format and location to an audience of industry professionals. Green Agorà is a seminar and networking series curated by Fiere di Parma, focusing on green spaces and sustainable landscapes. Held at the "Pietro Barilla" Hall, the session centered on the **nature restoration and the role of greenery in urban sustainability**, while unveiling key innovations for Greenitaly 2025 and its strategic alignment with **Mercanteinfiera Autunno**, Europe's largest art and antiques exhibition.

## Greenitaly's Mission

Greenitaly aims to support those who produce plants, furnishings, technologies, and materials for urban green spaces throughout the year. By relocating to Parma, a city renowned for green innovation, and hosting the event at the prestigious PalaVerdi – Italy's largest theater – Greenitaly offers exhibitors a unique, high-profile, international stage. Participants include companies specializing in gardens, parks, tree-lined avenues, and green spaces for sports, hospitality, corporate settings, and entertainment venues.

## Spotlight on Nature Restoration and Urban Sustainability

Urban parks and gardens are essential for restoring natural habitats and creating ecological networks within cities, as highlighted by green plans implemented in cities like Turin, Livorno, Padua, Bologna, and Parma too. These initiatives aim to mitigate CO2 emissions, counteract pollutants, and combat climate change, enhancing the ecosystem services provided by plants.

## Event Highlights

The first "Green Agorà" featured notable speakers, including **Nicola Dall'Olio**, Emilia-Romagna's Delegate to the EU, who presented insights into the European nature restoration regulation enacted on August 18. Professor **Daniele Torreggiani** of the University of Bologna shared successful urban regeneration case studies, while **Paolo Bellocci** and **Antonella Perretta** from the City of Prato presented strategies to enhance urban tree coverage. The day concluded with Colonel **Pier Luigi Fedele** of the Carabinieri Forestali (Italian forestry police) sharing an on-the-ground perspective on re-naturalization efforts in the region.

## A Call to Action for Green Innovation

*"Greenitaly will be a truly special place for public and private green industry professionals"* **Antonio Cellie, CEO of Fiere di Parma**, said. *"Its innovative format matches our efforts to green Fiere di Parma thanks to a significant transformation project led by*



# greenitaly

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*landscape architect João Ferreira Nunes. Greenitaly aims not only to promote a thriving sector – valued at €3.2 billion in 2023, with double-digit export growth compared to pre-COVID levels – but also to foster dynamic, forward-looking collaboration across socio-economic and political landscape, both in Italy and in the foreigner.”*

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