

MEET OUR EXHIBITORS

Many companies from across the world exhibit at Greenitaly.
Discover the main sectors represented at the show:

PLANTS AND FLOWERS, THE GREEN CORE OF THE SHOW

Annual plants | Aquatic plants | Bare root plants and plants with root balls | Bonsai
Bulbs, rhizomestubers | Evergreen plants | Exotic plants | Fruit bearing plants
Green and flowered outdoor ornamental plants | Ground cover plants and rosebushes
Hybridizers | Lawn, greenswards | Medicinal/aromatic plants
Mediterranean plants and citrus trees | Perennial plants | Plant production | Seeds
Succulent plants | Tropical plants and flowers | Viticultural plant | Young plants

AGROTECH AND INNOVATIVE SOLUTIONS

Analysis, measurement, control instruments | Commercial vehicles and trolleys
Elevated platforms | Energy saving systems | Equipment and systems for plants production
Equipment and systems for urban green management | Fertilizers | Field irrigation
Garden irrigation | Greenhouses | Hydroponics: equipment, products and sytems
Labels and labelling machines | Machinery and equipment for tree nurseries
Machinery for production and potting | Mulching | Packaging and palletising equipment
Pallets and trolley | Pesticides | Phytosanitary products | Professional pots and containers
Refrigerators | Renewable energies | Solar panels | Substrates, soils, peats
Systems for vertical greenhouses | Technical equipment for plants production and for greenery
Water saving systems | Water treatment systems | Work clothing

SUSTAINABLE LANDSCAPE AND ARCHITECTURE DESIGN

Aerial platforms | Arboriculture | Artificial grass | Building ecology and materials
Design studies | Draining floors | Fountains | Furniture production | Game areas
Garden centers | Garden ponds | Geosynthetics | Geotextiles | Green building and roofs
Green maintenance | Green technologies | Irrigation | Land reclamation
Landscape and sustainability | Landscape planning | Lighting | Maintenance
Outdoor cooling | Outdoor furnishings | Outdoor lighting systems | Outdoor paving
Outdoor sound diffusion | Planters | Production of outdoor games
Restauration and historic garden | Retaining walls | Road vehicles
Softwares for planning and management | Sound barriers | Sport equipment
Stones, sand, pebbles, gravel | Street furniture | Swimming pools and bio-pools | Turf
Urban lighting systems | Vertical green | Waterproofing

THEY SAY ABOUT US



From Fiere di Parma to the world

Greenitaly offers one of the most comprehensive and **impactful buyer programs** in the trade show sector, designed to connect exhibitors with top purchasing managers from key global markets.

Organized in collaboration with **ITA - Italian Trade Agency**, the program focuses on attracting hundreds of **high-profile buyers**, particularly from **Europe** and the **Middle East**. These participants are invited to experience Greenitaly through tailored itineraries.

PARKS AND GARDENS | RETAIL & DO-IT-YOURSELF
PLANTS, ACCESSORIES AND MACHINERY WHOLESALERS
GARDEN CENTERS | LANDSCAPE DESIGN
PLANT IMPORTERS AND DISTRIBUTORS
REAL ESTATE | GREEN SPACES MAINTENANCE
PUBLIC ADMINISTRATIONS | PLANT PRODUCTION AND TRADE



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ITA
ITALIAN TRADE AGENCY

CRÉDIT AGRICOLE
Fiere di Parma official bank

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greenitaly

Exhibition of Horticulture and Landscape

FIERE DI PARMA

15-17 OCTOBER 2025

in conjunction with

mercanteinfiera
FALL

PARMA: A GREEN STAGE TO REDESIGN THE FUTURE OF CITIES

Greenitaly is the leading tradeshow for green innovation, landscaping, and sustainability, debuting in **Parma** from **October 15 to 17, 2025**.

WHY PARMA — Parma is a living manifesto of sustainability: in **2024**, it ranked as **Italy's third greenest and smartest city**. The city boasts a strong heritage in urban landscape planning and is home to a vibrant network of forward-thinking businesses investing strategically in green initiatives. This thriving ecosystem, supported by targeted public and private investments, positions Parma as a dynamic hub for exploring cutting-edge trends in sustainability, urban greening, and innovative landscape solutions.

ACCESSIBILITY — Parma is served by **three international airports**: Parma, Bologna, and Milan Linate. Within a **200-km radius of Italy's leading industrial and green hubs**, the city offers a gateway to one of Europe's most vibrant centers for sustainability and innovation.

THE VENUE — Greenitaly takes place in the iconic **PalaVerdi, Italy's largest theater**. Far from the typical tradeshow pavilion, this cutting-edge venue has already hosted numerous prestigious international events, offering an exceptional stage for innovation and networking.

4 REASONS TO ATTEND GREENITALY

1 Strategic location

Discover Parma: a welcoming, green city with great business opportunities.

2 Perfect timing

Aligned with production cycles and 2026 commercial planning.

3 Exclusive Buyers Program

Enjoy a complete tailored business experience.

4 Co-Located with Mercanteinfiera Fall*

Explore new sectors and forge valuable synergies.

*Mercanteinfiera is Europe's largest Arts & Antiques tradeshow, attracting a specialized audience of architects and designers.

THE IDEAL PLACE FOR TARGETED NETWORKING



WHO EXHIBITS AT GREENITALY

Greenitaly hosts producers of plants, seeds, substrates, machinery, equipment, irrigation systems, chemical and sustainable solutions, as well as startups and firms specializing in landscape and sustainable architectural design for public and private spaces.

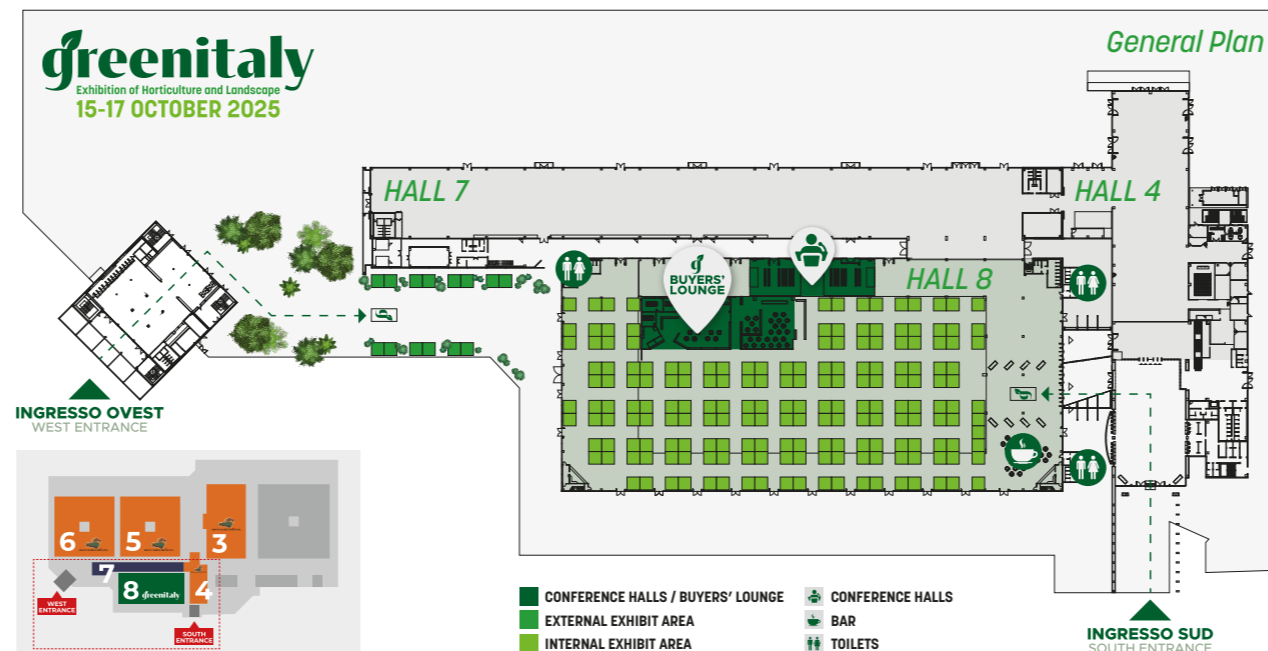
WHO VISITS GREENITALY

The event attracts nurseries, garden centers, wholesalers, retailers, architects, landscapers, gardeners, public administrations, and professionals involved in green design, development, and maintenance, along with companies seeking to invest in the sector.



TOPICS AND CONTENT

Through its extensive range of panel discussions, networking events, and demo areas, Greenitaly promotes the integration of green spaces into commercial and residential areas, as well as the rethinking of corporate and sports complexes as strategic development solutions for our cities.



Greenitaly 2025 (green area) — Mercanteinfiera Fall Edition 2025 (orange and blue areas)

MEET OUR VISITORS

Some companies from across the world visiting Greenitaly

- Novatech Studio (Albania)
- Boomkwekerij Allaert | Boweco (Belgium)
- Limex Trading | Pital Landscaping (Bulgaria)
- Calegra Hortikultura doo | Jadro (Croatia)
- Arboeko (Czech Republic)
- Leptos Estates (Cyprus)
- Plantorama (Denmark)
- The Front Developents (Egypt)
- City of Paris | Disneyland Paris | Green Rungis | Urban Green (France)
- Alpha Blumen Vertriebsgesellschaft | Landgard (Germany)
- Agromarket Hellas | Urbangreen (Greece)
- Alpinkert | ProfiPartner 2003 | Szikomor Hungary Kereskedelmi es Szolgal (Hungary)
- Nobico (Iran)
- Brico Center Italia | Federazione Italiana Golf | Flower | Unicoop Tirreno (Italy)
- Alkadri Plant Nursery | Garden City Landscaping (Jordan)
- Kronverk (Kazakhstan)
- Amiflora - Souaid pour le Commerce et l'Agriculture | Vert Veine (Lebanon)
- Blooming Garden Ltd (Malta)
- Agroteka (Montenegro)
- Florabora (Morocco)
- IgTec (the Netherlands)
- Landskapsentreprenørene (Norway)
- Hadart (Poland)
- EPCA – Estudos Projectos e Consutoria Ambiental, Lda Habitat Arquitectura Paisagista (Portugal)
- Estithmar Holding | Urban Landscapes (Qatar)
- EG Transyl Van Landscape | Green Project (Romania)
- AlJammaz Hydrotek | DAR Engineering | Riyadh Municipality (Saudi Arabia)
- Green Decor (Serbia)
- Zeu (Slovenia)
- Ambienta Paisajismo | Pimaigmo Ingeniería Y Medioambiente (Spain)
- Green Landscaping Group (Sweden)
- Enea | Maurizio Atti Architettura Giardini (Switzerland)
- Landscape&Engineering | Sopat - Société de Paysage de Tunisie (Tunisia)
- Istanbul Agac Ve Peyzaj (Turkey)
- AKS Landscape & Gardening Works & Main | Kalba City Municipality
- Space yard General Maintenance (United Arab Emirates)
- Magnolia Flowers | Quality Engineering Group (Uzbekistan)