



AIPH

greenitaly
Exhibition of Horticulture and Landscape
15-17 OCTOBER 2025

AIPH Approves Greenitaly 2025: An International Trade Expo To Be Held At Parma's Pala Verdi

The International Association of Horticultural Producers (AIPH) has endorsed Greenitaly 2025 in its inaugural theatre setting, marking a transformative new chapter for the green industry.

The International Association of Horticultural Producers (AIPH) is pleased to approve Greenitaly, an international horticultural exhibition from 15 to 17 October 2025, highlighting the best in sustainable and innovative horticulture.

The approval for Greenitaly 2025, granted by AIPH Members during the [AIPH Spring Meeting 2025 in Thailand](#), underscores the event's international significance. Commenting on the decision, AIPH Secretary General Tim Briercliffe stated, "AIPH Members are delighted to approve Greenitaly as an International Horticultural Trade Expo. We look forward to seeing this event thrive and contribute to the future of horticulture."

Italian International Trade Expo for Horticulture

Greenitaly 2025 aims to become an important annual hub showcasing the entire value chain for flowers, plants, and nursery stock, including production, technology, floristry, garden features, landscaping, and point-of-sale solutions.

It will take place at the Pala Verdi convention centre, which is unlike a conventional exhibition hall, as it serves as an actual theatre space, providing a stage to showcase the best in horticulture and urban greenery. The unique setting will provide exhibitors and visitors a dynamic and immersive experience, boasting a total exhibition area of 17,000 m², including a plenary space of 4,000 m², add to this an expansive stage area of 400 m² and a ceiling height of 24 metres, there is plenty of room and space to accommodate the expected 8,000 professional visitors.



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A Dedicated Event for Urban Greenery

Greenitaly 2025 will be showcasing urban greenery and the nursery production of ornamental plants for parks, gardens, and tree-lined avenues. Collaborating with the international horticultural industry is crucial, and the endorsement from AIPH highlights this commitment. This recognition enhances the event's global profile and solidifies its role as an important gathering for the horticultural trade, offering exhibitors increased visibility and valuable industry connections.

It will serve as a global platform for industry leaders, growers, and stakeholders to share knowledge, demonstrate best practices, and celebrate advancements in sustainable horticulture. With a strong emphasis on environmental responsibility, innovation, and economic impact, the event aligns perfectly with AIPH's mission to promote the power of plants in creating a greener, healthier world.

Greenitaly's Role in Industry Communication

Organised by trade show specialist Fiera di Parma, a key feature of Greenitaly 2025 is its strong alignment with urban sustainability and nature restoration. The event will host discussions on how green spaces contribute to ecological networks, mitigate CO₂ emissions, and enhance urban resilience.

Curated by Fiere di Parma is the Green Agorà initiative, a year-round seminar and networking series that will complement the exhibition with expert insights on nature restoration and the role of greenery in sustainable cities. Previous Green Agorà sessions have brought together policymakers, researchers, and industry leaders to address the evolving challenges and opportunities in urban green development.

As a further contribution to the international horticultural community, *Lineaverde*, a bilingual, online magazine providing a comprehensive overview of the European floriculture industry, is a media partner, reinforcing Greenitaly's information and networking hub role.

Strengthening the Future of Horticulture

Greenitaly 2025 will be the ideal exhibition for designers, builders, and green space managers, providing access to a wide range of plants, furnishings, technical tools, technologies, and machinery for ornamental plant cultivation and green space creation and management.

Looking ahead, Greenitaly aims to strengthen the ornamental green supply chain, enhance Italian excellence internationally, and drive growth in the value and volume of traded products.

AIPH's endorsement of Greenitaly 2025 is a testament to the event's credibility and importance in the horticultural industry.



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For more information about Greenitaly 2025, visit: www.green-italy.eu

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International Association of Horticultural Producers (AIPH)

Since 1948, AIPH has united horticultural producers in an international community that thrives to this day. AIPH strives to reignite and uphold an appreciation of plants that we believe are a basic human instinct. We support the work of grower associations globally. Together, we champion a prosperous industry, growing plants that enhance lives, advance societies, and sustain our planet for this generation and the next. AIPH is the approving body of Horticultural Expos, major international events lasting up to six months and covering park areas from 25 to 500 hectares. Expos create gardens, pavilions, events, and attractions that delight visitors. Expos in Europe typically attract 2-4 million visitors, and Expos in Asia, like Expo 2019 Beijing, can reach up to 10 million. AIPH is proud to have approved and supported more than 50 International Horticultural Exhibitions since 1960. A gallery of past Expos can be [viewed online](#).



FORTHCOMING AIPH-APPROVED INTERNATIONAL EXPOS

AI International Horticultural Expos

■ GREEN×EXPO 2027, Yokohama, Japan

19 March–26 September 2027

Theme: Scenery of the Future for Happiness



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■ Korat Expo 2029, Thailand

Theme: Nature and Greenery: Envisioning the Green Future

10 November 2029–28 February 2030

B International Green Expos

■ Udon Thani International Horticultural Expo 2026, Thailand

1 November 2026 to 14 March 2027

Theme: Diversity of Life: People, Water and Plants

■ 2028 Ulsan International Garden Expo, Republic of Korea

22 April–22 October 2028

Theme: Garden, the Cradle of the Earth

C International Horticultural Shows

■ Euroflora 2025, Italy

24 April–4 May 2025

Theme: Nature Takes Its Space

■ International Horticulture Goyang Korea 2025, Republic of Korea

Theme: Flower, Fantasy and Fragrance

25 April–11 May 2025

■ Taeon International Horticulture & Healing Expo 2026, South Korea

25 April–25 May 2026

Theme: The Green Future Found in Nature, Horticulture & Healing

International Horticultural Trade Shows

■ HortEx Vietnam 2025, Vietnam – 12–14 March 2025

■ GreenTech Amsterdam 2025, Netherlands – 10–12 June 2025

■ Plantarium Groen-Direkt Autumn Fair 2025, Netherlands – 27–28 August 2025

■ Green is Life 2025, Poland – 4–6 September 2025

■ Landscape Istanbul Fair 2025, Türkiye – 08–11 October 2025



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- Greenitaly 2025, Italy – 15-17 October 2025
- IPM Essen, Germany – 27-30 January 2026
- MyPlant&Garden, Italy – 18-20 February 2026