

## Horticulture: Success for the Green Agorà by Greenitaly in Pistoia

*Oppici (Fiere di Parma): "Many features for a trade show showcasing the best of Made in Italy. The timing represents a crucial competitive advantage for business and the market in the first half of 2026".*

PISTOIA, March 14 – Yesterday, a "Green Agorà" was held at the City Hall, bringing together representatives of the Pistoia nursery sector to discuss "TECHNICAL MEANS FOR NURSERY PRODUCTION." This event was a preparatory step leading up to the first edition of the trade fair "**Greenitaly – Exhibition of Horticulture and Landscape**", organized by **Fiere di Parma**, which will take place from **October 15 to 17, 2025**, in Parma.

Below, in chronological order, are statements made by some of the participants during the event:

**RENATO FERRETTI**, Vice President of **CONAF – National Council of Agronomists and Foresters**, attended as a scientific advisor for Greenitaly and introduced the new exhibition as follows: "With Greenitaly to be held in Parma from October 15 to 17, Green Agorà have being organized across Italy's main nursery districts as a "Roadshow" for the event. In particular, Pistoia — Italy's most important district for ornamental plant production and a key hub for sourcing technical means for cultivation, greenhouse construction, irrigation systems, and all essential nursery activities — has been chosen to focus on technical means for nursery production. This is one of ten scheduled events. We have already held two, and there will be seven more, with stops at Euroflora - Genoa, Latina, Canneto sull'Oglio (Mantua), Apulia, and Abruzzo, covering various productive districts."

**PROF. FRANCESCO FERRINI**, President of the **Rural Ornamental Nursery District of Pistoia**, highlighted the importance of what lies behind the Pistoia plants that reach global markets, as well as the economic ecosystem surrounding nursery production: "People do not always realize everything that goes into producing a plant before it leaves the nursery. The internal life cycle of a plant is not well known — it can take years. A tree might only become sellable after 5 to 6 years, sometimes even 8 to 9 years. From the moment a plant is grown from

seed or propagated by cutting or grafting, its journey begins, spanning multiple years and involving numerous operations—from transplantation in the nursery to its final sale and planting. Very little is known about this process, and the high quality of Pistoia's nursery productions is often underappreciated. I would say they are among the best in the world, certainly among the very best in Europe. They are highly valued across Europe, Eurasia, and North Africa. Unfortunately, export to the U.S. and Australia is restricted, but they would undoubtedly be well received globally."

Regarding the industry's economic impact, Ferrini emphasized that it "employs a significant number of people and is highly technology-driven. It is time to move past outdated stereotypes of plant cultivation — what was once mistakenly referred to as farming. Today, we are talking about nursery entrepreneurs who leverage all available modern technologies, including artificial intelligence, to optimize and precisely manage cultivation techniques. This sector is rapidly evolving, keeping pace with other leading industries in Italy, including agriculture."

**GLORIA OPPICI**, Brand Manager of **Fiere di Parma**, summarized the unique aspects of Greenitaly:

"There are many exciting features, starting with the format of this fair, which is unique and a specialty of Fiere di Parma: we create exhibitions that are entirely focused on demand, meaning on buyers. The event will be held at Fiere di Parma from October 15 to 17, in a venue specifically designed to showcase the best of Made in Italy — the PalaVerdi. This exhibition has been conceived specifically for the nursery and landscaping sector. It is intended to be the landmark event for nursery professionals. The timing of the event is also strategic: being held in autumn provides a crucial competitive advantage for business and market opportunities in the first half of 2026. We are very confident in the industry's response to this exhibition, and Fiere di Parma is fully committed, investing its expertise, resources, and financial support to make it a success."

**ALESSANDRO TOMASI**, Mayor of **Pistoia**, spoke about the importance of the nursery sector for the city, ongoing initiatives to maintain its competitiveness, and the value of participating in industry fairs:

"We are well aware of how vital the nursery sector is to Pistoia, but right now, significant developments are taking place. The district is collectively undertaking initiatives that I consider 'pre-competitive' — meaning, before individual companies compete in the market to prove they are the best, they are working together to establish themselves as the strongest in Europe. One example is the new phytosanitary laboratory, where inspections will be conducted before plants are sent to market. Some international markets have blocked our plants in the past for



reasons that were often commercial strategies rather than actual phytosanitary concerns. It is therefore crucial that we work together to prevent market restrictions that have nothing to do with plant health."

Regarding trade fairs, Tomasi added: "These events are important as moments of reflection. We have participated as ANCI (National Association of Italian Municipalities), organizing key conferences on urban reforestation: How can we reforest without ideological bias? Where do the plants come from? How can nurseries plan ahead to supply municipalities with the trees they need? Trees are living beings; they must be cultivated. They are not products you simply take off a supermarket shelf. A trade fair is not only an opportunity for companies to showcase their work but also a platform for strategy, discussion, and engagement with local authorities.

