

# FLORMART

INTERNATIONAL EXHIBITION OF FLORISTRY, GARDENING AND LANDSCAPE DESIGN

## 21-23 SEPTEMBER 2016

**FLORMART is the leading international event in Italy dedicated to Nursery Gardening, Floriculture, and Landscape**, technologies and equipment for the management and maintenance of green and renewable energies applied to the horticultural sector. **It is a business event** that annually brings together the entire chain of green producers and suppliers in three days of highly specialized exhibition, attracting businesses, professionals, institutions and technical press from all over Europe and abroad.

FLORMART is the meeting point between the players of the “green” chain: Breeders and Multipliers, Manufacturers, Nurserymen, Wholesalers, market production and wholesale, Florists, Garden Centers, GDS and GDO, public and private green managers, Landscapers, institutional and public administration business operators. Through the organization of technical – commercial and scientific meetings and discussions, as well as one to one meetings between Italian and foreign operators, the show plays an important role in aggregation and dissemination of business, projects and relationships, going to comply with what has been highlighted by the operators as a point of weakness in the sector, namely the lack of integration between operators in the industry.

FLORMART is a great communication tool and promotion for Enterprises: it is the main meeting point for the European Mediterranean floriculture, and is an effective tool for establishing new business relationships, and to lay the best foundation for the programming of the new season. Also for 2016, FLORMART will no doubt be an international showcase of excellence in the industry to date, a network representative of the Italian entrepreneurial skills, able to combine the commercial proposals of exhibitors with the need for innovation expected by the market. Flormart is also a showcase for numerous technological innovations, which every year are valued and rewarded thanks to two important contests “ Oroflor ” and “ Flormagazine .”

***The exhibition offers a wide range of special events:***

- **Flormart Garden Show:** the proposal of the International Competition of Landscape Architecture Flormart Garden Show strengthens, this year, the prestigious collaboration of UNISCAPE: the network of 52 Universities for the implementation of the European Landscape Convention. Two planned sections, for a total prize of 20,000 euros: the first will reward the three best projects of a contest of ideas for the redevelopment of an industrial area, located in Lozzo Atestino inside the “Colli Euganei” Park, owned by Fischer Italia, main sponsor of the project. The second section is dedicated to temporary gardens projects that will be realized in the exhibition center on the occasion of the 67th edition of Flormart. ([www.flormart.it/en/events/flormart-garden-show/](http://www.flormart.it/en/events/flormart-garden-show/))
- **Master Flower:** vegetal trends laboratory that brings together artists from the top Italian floristry schools, invited to try out creations that “design” the floreal trends for autumn/winter 2016-2017.
- **Novà\_Green:** the innovation award for new products and methods that will have a significant and lasting impact on the gardening product line, Recognizing these innovations in order to bring them added value through communication instruments improving their impact on the markets, a crucial competitive factor for the nursery -gardening division and for all sector professionals.

- **Agrienergy:** following the success of the start-up, agrienergy is returning. The sector of Flormart devoted to renewable energy applied to nursery gardening, protected crops and greenhouses, that presents solutions for adapting and renewing systems, greenhouse climatization systems, and new technologies for energy savings.
- **Ecotechgreen:** International technological gardening forum, which brings exemplary cases to the show of ecological approaches in planning of urban landscape or green infrastructure: the lines of development of the future city are traced returning to green plants, trees and flowers their central role.

More informations on our website: [www.flormart.it/en](http://www.flormart.it/en)

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