



Genoa, January 29, 2025

Press release

**EUROFLORA 2025, THE MOST SPECTACULAR FLORALIES IN EUROPE
FROM APRIL 24TH TO MAY 4TH IN GENOA
IN THE NEW WATERFRONT OF LEVANTE DESIGNED BY RENZO PIANO**

A hymn to beauty and sustainability with gardens from all over the world, on 85 thousand square meters of indoor and outdoor exhibition space. New entries include the Egyptian Museum with the Garden of Pleasure, the Kingdom of Bhutan and the world of research with the Italian Institute of Technology

Art and nature are the focus of the project by Matteo Fraschini, with the debut of a floating exhibition path and the nascent seafront urban park

Euroflora is a business opportunity for the promotion of Made in Italy floriculture with ICE missions of foreign buyers and the day of April 28th open to professional visitors

Four arenas and five meeting rooms for technical conferences, informative meetings, workshops and shows

The beauty, colors and scents of Euroflora - 13th International Exhibition of Plants and Flowers, the only Italian event among the European floralies recognized by AIPH - International Association of Horticultural Producers - will shine in Genoa from April 24th to May 4th. An event that evolves and looks at floriculture at 360 °, starting from production excellence, ranging from landscape architecture to environmental sustainability, conscious tourism and the world of research. A return with tripled spaces, compared to the last two editions in Nervi, in the former exhibition center, now transformed into the Waterfront of Levante, thanks to an important urban redevelopment project signed by Renzo Piano. A new and highly spectacular route, facing the sea, which starts from the nascent urban park, enters the central arena of the new Palasport and continues in the spaces of Piazzale Mare and on the floating exhibition path in the Marina to then arrive on the two floors of the Jean Nouvel pavilion. A variety and breadth of spaces that allows the exhibition of all types of plants and the return in style of cut flowers, floral arrangements and bonsai and offers four arenas for meetings, shows and workshops as well as five rooms for conferences, technical meetings and negotiations. New spaces for the Green Market, traditionally dedicated to the sale of plants, garden furniture and equipment.

The design of the event, signed by the architect Matteo Fraschini for Urges-Gruppo Valagussa, unfolds between art and nature: four installations, called "Green Origami" guide and characterize the path that develops over four kilometers. Evoking the famous oriental practice of folding paper, they elevate the ground to make it become an image, a green vertical surface rich in colors in dialogue with the horizon. These are structures that also exceed 10 m in height and freely reinterpret the figure of the sail, the flower (the bird of paradise) and the fishing net to represent the strong link between the Ligurian territory and its open sea to the world.

Along the way, ad hoc installations will allow visitors to rise from the ground level to enjoy an overview of the event: a "flowery mirador" overlooking the sea in Piazzale Kennedy and a pedestrian bridge of more than 100 meters in the Jean Nouvel pavilion will have the role of enhancing the installations as a whole. These structures will be accessible to all. Euroflora is

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also conceived as a place for sharing and exchanging skills, suggestions and passions. Four "Arenas" will host events, demonstrations and debates. The Palasport, a historic place for Euroflora, will have a specific installation in the central arena. Like organ pipes, a continuous curtain of 100% recycled and recyclable cardboard tubes will accompany the visitor from the entrance to the cavea, drawing 6 petals on the ground that will enhance the central installation in dialogue with the famous existing torus. As per tradition, the Palasport will host the exhibition of the Municipality of Genoa, set up by ASTER, which is inspired by the theme of the four seasons and which, among the scenographies, will include some reproductions of Japanese prints with floral themes from the Edoardo Chiossone Museum of Oriental Art. Euroflora continues in the Marina area where, **for the first time, part of the exhibition path will be created directly on the water.** The ground floor of the Jean Nouvel pavilion will be characterized by the aforementioned "Network Origami" and the raised walkway. On the first floor we will find the floral compositions, the cut flowers and the bonsai collections. Among the sources of inspiration for the floral designers are some reproductions of paintings with floral themes from the collection of the Albergo dei Poveri in Genoa. The Green Market, the epilogue of this story made of colors, will allow visitors to take home the memory of a special day.

Less than three months from the opening date, **the occupied spaces are over 98%** with important confirmations and interesting news also on the international level. A tour of Italy among the best Made in Italy floriculture productions, with individual presences of some of the best Italian floriculturists, universities, collectives coordinated by Associations of producers and Regions, the direct participation of the Ministry of Agriculture, of Coldiretti, Confagricoltura, Anve-National Association of Nursery Exporters, Federfiori and AFFI. Among this year's novelties, the Egyptian Museum of Turin, with the reconstruction of a pleasure garden of ancient Egypt dating back to the so-called New Kingdom (1539-1076 BC) and the result of an archaeobotanical project, concerning the landscape, gardens and vegetable gardens in the ancient world started in 2022 and curated by a team of illustrious Egyptologists. And then the Cinque Terre National Park, the Carabinieri Biodiversity Department and the extraordinary presence of the Italian Institute of Technology which will show some of the technologies developed in the field of agriculture 4.0, sustainability and bio-inspired technologies in plants and seeds.

On the international level, alongside the French participations, the twin **Floralies de France and Nirp**, stand out the confirmations of the **Exotic Garden of Monaco** with its splendid specimens of succulents, of **Spain with Murcia**, capital of the most important Iberian horticultural district, and of **China with the district of Guangzhou**. Also from the Asian continent, **the return of Thailand** is highly probable and for the first time **the presence of Bhutan** is announced, the only state in the world with the GNH - Gross National Happiness measurement index instead of the GDP. The small kingdom of the Eastern Himalayas, which has always focused on eco-sustainability, has the very rare blue poppy as its national flower and the cypress as its plant. It will allow Euroflora visitors to experience the atmospheres of its spectacular panoramas that range from subtropical plains to steep mountains and their valleys and has always focused on eco-sustainability.

The 2025 edition of Euroflora - organized by Porto Antico di Genova Spa with the collaboration of the Municipality of Genoa, the Liguria Region and the Chamber of Commerce and the

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operational partnership of Aster Genova - marks the turning point of an important evolutionary path, highlighted by the **president Mauro Ferrando**: "We are proud to support the sector, in all its components, in a new and complete way, to propose and suggest models for a lifestyle that aspires to and seeks direct contact with nature, to return to the spectacularity of the former exhibition center transformed into the Waterfront of Levante, to the large spaces, the variety and comfort of an area that also offers large covered areas. We are proud of the positive response from the protagonists of the sector, the new important participations and the even stronger presence of the Ministry of Agriculture, the trade associations and the strengthening of the ICE Agency's activity. **The net exhibition area is growing, almost tripled, from 35 thousand to 85 thousand square meters, the number of gardens is growing, to date 144 against 90 in 2022, with surfaces ranging from 18 square meters of the smallest to almost 1300 square meters of the open-air garden of the Liguria Region. The number of landscape architecture projects, selected as part of the Ars Urbana Competition, has risen from 10 to 14.** Participations in the Green Market are also increasing, the area in the Jean Nouvel Pavilion dedicated to the sale of plants, flowers, furniture, equipment, accessories, and natural products".

"Euroflora is an internationally recognized event that returns to the city for an important edition, which combines a large public presence with a significant presence of operators in the flower and nursery sector" - these are the words of **Patrizio Giacomo La Pietra, Undersecretary of the Ministry of Agriculture, Food Sovereignty and Forestry**". For this reason, as MASAF we have decided to participate both with our institutional presence, my personal presence and that of Minister Lollobrigida, and with the presence of our space which will be at the center of the event. We strongly believe in the flower and nursery sector, an excellence that must continue to be valued. For the first time, we have approved a delegation law to the Government, which in the coming weeks will allow us to make the implementing decrees to finally give legislative recognition to the flower and nursery sector. A measure awaited for decades, a starting point to give the sector all the tools to be increasingly competitive, in the scenarios of international competition".

"Nature makes space" is the claim and it is above all the spirit that animates the exhibition at an exhibition level and in the proposals of the tourist districts and the many Municipalities present - today at the center of important investments for the redevelopment of urban green intended also as an element of sociality and rediscovered as an important tourist attraction in the case of historic gardens and hiking trails - which focus on conscious tourism and environmental sustainability, in the themes of the meetings being defined with some of the most important Italian popularizers.

Sustainability of the event

The theme of sustainability is also reflected in Euroflora in the choices made by Porto Antico di Genova regarding the organization of the exhibition and services. In the coming weeks, Porto Antico will sign a memorandum of understanding with the Municipality of Genoa for the voluntary application of the "Operating guidelines and sustainability requirements for outdoor and indoor events" relating to Euroflora 2025.

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Regarding mobility on approach, the choice made in the 2018 and 2022 editions is confirmed: priority use of public transport, internal parking spaces reserved for exhibitors and only service vehicles and visitors with disabilities. There will be reserved spaces for buses and affiliated car parks.

The Italian flower and nursery market

National flower and nursery production (Istat data referring to 2023) amounts to 3 billion and 145 million and represents 4.7% of Italian agricultural production (it was 4.5% in 2022). Floricultural crops amount to 1 billion and 465 million euros (in value, 2.2% of Italian agricultural production). Nursery productions would have confirmed 1 billion and 678 million euros (in value, 2.5% of Italian agricultural crops).

Liguria is the "queen of flowers" with over 437 million of floricultural production, followed by Sicily and Campania, Tuscany is first with over 923 million in the production of nursery plants, followed by Lombardy and Sicily.

As regards export, Italy confirms itself as the second European power and third world power with (a production value equal to 5.2% of world export. The trade balance of the sector is confirmed in the positive field, with a surplus estimated to date of +315 million of euros. Consistent exchanges with France (+220 million), Germany (approx. + 150 million), Switzerland (approx. +58 million), Great Britain (+ 44 million). The most expensive balances for the Italian trade balance derive from trade with Spain (-25 million), and the Netherlands (-400 million equal to 69% of total imports in Italy).

The Italian Trade Agency Commitment

"This XIII edition of Euroflora sees the record of participating foreign states and this is also the result of ICE's commitment to supporting this exhibition and the sector as a whole. Our task is to create the best opportunities and the right connections between companies and the most qualified operators who this year will be over 60, including companies importing and distributing flowers and plants, garden center chains, landscapers and journalists from the specialized press" - the satisfaction of Matteo Zoppas, president of Ice, The Italian Trade Agency- The flower and nursery sector is a sector that has excellent growth potential also because it is part of a very important supply chain linked to art, architecture, beauty, tourism. The sector's exports are worth 1.2 billion euros, but it should be emphasized that, if in 2023 it had seen a slight decrease (-2%), in the first 10 months of 2024 it has fully recovered, growing by almost 6%.

As Ice we have launched an important communication campaign in the main target countries (United Kingdom, France, Germany, Netherlands, Spain, Turkey) and buyers will arrive at Euroflora from strategic mature markets (such as the European ones) but also from the countries of the Balkan area, from the USA, Canada and the Arab countries (Saudi Arabia, United Arab Emirates, Qatar). At a strategic level, ICE has produced, in collaboration with ANVE and carried out by NOMISMA, a study on the main development prospects, including the opportunity indicators of the main foreign markets for companies in the sector, a roadmap to identify the best opportunities to seize ".

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AIPH Secretary General Tim Briercliffe Voices Strong Support: "Genoa, Italian and international floriculture should be proud of Euroflora, because beauty is the best tool for promoting floriculture. AIPH 100% supports an event of Euroflora's level."

The Collateral Events:

Among the novelties of this edition of Euroflora2025 there will be ample spaces available for the various collateral events that will multiply the moments of in-depth analysis and entertainment, for all audiences and for professionals.

In four Arenas reserved for meetings open to the public, one of which is dedicated almost exclusively to the activity of floral designers and bonsai masters, and five meeting rooms on the mezzanine floor of the Blue Pavilion, events, meetings, workshops and shows will follow one another every day.

Euroflora, Regulations and Competitions:

The competitions, intended for all exhibitors and a true mark of excellence for the winners, will be 254, divided into honorary, aesthetic and technical competitions. With the former, dedicated in particular to foreign countries, regions and numerous municipalities, individual or collective presentations made in the various exhibition spaces are judged. The aesthetic competitions reward the beauty, originality and artistic presentation of the plants on display; the technical competitions are aimed instead at rewarding the high quality, prestige and novelties of blooms, shrubs and trees on display. A special competition will evaluate the presentations best preserved for the entire duration of the event.

The selection of the 115 jurors was based on criteria of maximum transparency, selecting the members from figures of high competence in botanical, agronomic, landscape, compositional and artistic matters. The point of reference of the international juries will be the Scientific Committee composed of Luciano Ardizzoia, president of the historic Verbanese Horticultural Society, Leonardo Capitano, AIPH president, Arturo Croci, writer, journalist and expert of international renown, Renato Ferretti, national vice president of Conaf, Mauro Mariotti, professor of Applied Botany at the University of Genoa, Francesca Mazzino, former professor of Landscape Architecture at the University of Genoa, Ettore Zauli, agronomist landscape architect, former director of the Gardens Service of the Municipality of Genoa. A leading role is played, as in previous editions, by Giorgio Costa, agronomist and director of the operational supports of Aster.

Euroflora B2B, ICE Missions of Foreign Buyers, the April 28th Day for Professional Operators:

The collaboration with the ICE Agency is intensifying: over 60 top buyers from mature markets, Eastern Europe, the Adriatic Strip and the Middle East, will represent the international delegation that focuses on variety of origins and quality of profiles. The vertical communication campaign in the main target countries, which combines offline with online and will focus on inbound actions for an effective and complete strategic mix, is almost complete.

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For the first time in the history of the event, thanks to the suggestions received from trade associations, on Monday, April 28th, accredited professional operators will access the event free of charge and will have dedicated spaces available for meetings.

Euroflora Young, Love for Green Blossoms in Childhood:

The educational role of Euroflora is historically expressed in the collaboration with the Marsano Agricultural Institute of Genoa, thanks to the commitment of the headmaster, teachers and students who carry out a very important work of preparation and maintenance and set up an important exhibition area. For the little ones, Euroflora offers workshops, games and shows. A design contest, reserved for children in the last grades of primary school aimed at increasing love for plants, was organized in collaboration with the Regional School Directorate of Liguria and the Blue District and will be sponsored by the Representation in Italy of the European Commission. The theme concerns the design of spaces dedicated to greenery within schools: from the care of a simple plant to that of a flowerbed, space permitting.

In Genoa during Euroflora:

The period of Euroflora coincides with the great spring bridges and the city offers a multitude of opportunities, starting with the spring edition of the Rolli Days scheduled during the two weekends of Euroflora, Saturday 26 and Sunday 27 April and Saturday 3 and Sunday 4 May. The doors of the aristocratic palaces will be opened and, in the Jubilee year, it will be possible to visit some of the richest noble churches in the city, which contain centuries of history and represent a real network of connections between Genoa and Rome. www.visitgenoa.it

"Giorgio Griffa: Painting the Invisible", is the exhibition proposed by the Palazzo Ducale Foundation for Culture during the Euroflora period in the Halls of the Doge's Apartment. For holders of the Euroflora entrance ticket, a reduced ticket is available. Griffa's works, an artist who has three Venice Biennales and over 200 solo exhibitions in museums and institutions around the world, with their delicate pastel tones and their expressive capacity, are an ideal link with the force of Nature that is revealed in the colors of flowers. The thirteen arches of the Loggia of Palazzo Ducale, moreover, after the site-specific installation by Daniela Comani Orlando's Library, host a work particularly related to the themes of Euroflora. "Nature of Nature of Nature", this is the title of the installation by Luca Trevisani that addresses the theme of Metamorphosis by reproducing Paul Klee's geometric speculations on slices of dried apples using a UV ray printer.

Euroflora online

The website, www.euroflora.genova.it, is a constantly updated platform designed to provide important information, online ticketing services, and support exhibitors in all phases of their relationship with the organizers. The website is complemented by Facebook, Instagram, and X.

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Opening hours and tickets

Euroflora will be open every day from Thursday, April 24th to Sunday, May 4th, from 9 am to 7 pm.

Ticket prices, for a fixed date, are:

- Full ticket: €25.00 + €1.50 presale
- Reduced ticket: €18.00 + €1.50 presale (valid for those born between April 23rd, 2009 and April 23rd, 2019, and for disabled people with a disability between 67% and 99%)
- Groups: €22.00 + €1.50 presale – the "group" rate applies to cumulative purchases of at least 25 people (for every 25 paying people, one free ticket is acquired).

By selecting the "Re-booking" option at the time of purchase, you can change the date of your visit at any time.

Free admission for:

- Disabled people with certified disability equal to 100% + companion (if the right to a companion is formally provided);
- Children born from April 23rd, 2019 onwards;
- Group leaders.

Tickets can be purchased on the website www.euroflora.genova.it or on www.ticketone.it and at authorized Ticketone sales points.

A ticket office service will be active at the entrance to the event.

Euroflora on-line

Il sito, www.euroflora.genova.it, è una piattaforma in continuo aggiornamento studiata per assumere importanti funzioni informative, di biglietteria on-line, e capace di assistere gli espositori in tutte le fasi di rapporto con gli organizzatori. Al sito si affiancano Facebook, Instagram e X.

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Press kit complete with videos and images Euroflora2025_29-01-25 Presentation Kit - Google Drive

[Kit Presentazione Euroflora2025_29-01-25 - Google Drive](#)

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