

Press Release

EUROFLORA 2025: EUROPE'S MOST SPECTACULAR FLOWER SHOW

APRIL 24th to MAY 4th IN GENOA

AT THE NEW LEVANTE WATERFRONT, DESIGNED BY RENZO PIANO

A celebration of beauty and sustainability with **154** gardens from all over the world, spread across 85,000 square meters of indoor and outdoor exhibition space.

New additions include the **Egyptian Museum** with the "Garden of Pleasure," **the Kingdom of Bhutan**, and the world of research with the **Italian Institute of Technology and Space V's space greenhouse**. The project by **Matteo Frascini** focuses on art and nature, featuring a new floating exhibition and the developing waterfront urban park.

Euroflora is also a business opportunity to promote Italian floriculture, with international buyer missions organized by **ICE** and a special day for industry professionals on April 28th. Four arenas and five meeting rooms will host technical conferences, informational meetings, workshops, and shows.

The beauty, colors, and scents of Euroflora – the 13th international exhibition of plants and flowers, and the only Italian event among the major European flower shows recognized by the **International Association of Horticultural Producers (AIPH)** – will be on display in Genoa from April 24th to May 4th.

This event is evolving to showcase all aspects of floriculture, from top-quality production to **landscape design, environmental sustainability, responsible tourism, and research**.

This year, the event returns with three times the space compared to the last two editions in Nervi. It's now located in the former trade fair district, which has been transformed into the **Levante Waterfront** thanks to a major urban renewal project by **Renzo Piano**.

The new venue offers a spectacular, seafront route that starts from the future urban park, goes through the central arena of the new **Palasport**, continues through **Piazzale Mare** and the floating exhibition in the **Marina**, and ends in the two-story **Jean Nouvel pavilion**. The variety and size of the spaces allow for the exhibition of all kinds of plants, the return of cut flowers, floral arrangements, and bonsai, and provide four arenas for events, shows, and workshops, as well as five rooms for conferences, technical meetings, and business talks. There will also be new spaces for the **"Mercato Verde"** traditionally dedicated to the sale of plants, garden furniture, and equipment.

The event's design, created by architect **Matteo Frascini for Urges-Gruppo Valagussa**, is inspired by art and nature. The route, which is over four kilometers long, features **three origami** structures representing a sail, a flower (the Strelitzia), and a fishing net, symbolizing the Liguria region's strong connection to the sea.

Along the route, special installations will allow visitors to get a raised view of the exhibition. A **"flower viewpoint"** overlooking the sea in Piazzale Kennedy and a 140-meter pedestrian bridge

in the Jean Nouvel pavilion will offer great views of the displays. These structures will be accessible to everyone.

Euroflora is also designed to be a place for sharing ideas, skills, and passions. The four "Arenas" will host events, demonstrations, and discussions. **The Palasport**, a historic venue for Euroflora, will have a special setup in the central arena. Like organ pipes, a continuous curtain of 100% recycled and recyclable cardboard tubes will guide visitors from the entrance to the seating area, creating six petals on the ground that highlight the central installation and interact with the existing toroidal structure. As is tradition, the Palasport will host the City of Genoa's exhibition, organized by ASTER, which is inspired by the four seasons and will include reproductions of Japanese floral prints from the Edoardo Chiossone Museum of Oriental Art. Euroflora continues in the Marina area, where, for the first time, part of the exhibition will be set up directly on the water.

The ground floor of the Jean Nouvel pavilion will feature the **"Origami Net"** and the raised walkway. The first floor will showcase **floral arrangements, cut flowers, and bonsai collections**. **Floral designers** will draw inspiration from reproductions of floral-themed paintings from the **Albergo dei Poveri** collection in Genoa. The "Mercato Verde," the final part of this colorful experience, will allow visitors to take home a souvenir of their special day.

The exhibition spaces will include both returning favorites and exciting new international participants. The event will feature a tour of Italy's best floriculture, **from Liguria to Piedmont, Lombardy, Tuscany, Marche, Campania, Puglia, and Sicily**, with individual displays from top Italian florists, universities, and group exhibits coordinated by producer associations and regions. There will also be direct participation **from the Ministry of Agriculture, Food Sovereignty and Forestry, Coldiretti, Confagricoltura, ANVE (National Association of Nursery Exporters), Federfiori, AFFI, and ANCEF**.

New this year is the **Egyptian Museum of Turin**, reconstructing a pleasure garden from ancient Egypt's New Kingdom (1539-1076 BC). This reconstruction is based on an archaeobotanical project, started in 2022 and curated by leading Egyptologists, focusing on the landscape, gardens, and orchards of ancient Egypt. The theme of rebirth, central to Euroflora 2025, aligns with a key concept in ancient Egyptian culture: *wehem mesut*, meaning new birth and new beginning.

Other participants include the **Cinque Terre National Park, the Biodiversity Department of the Carabinieri Forestali** from Pieve Santo Stefano, the Cites **Carabinieri Forestry Corps**, and the **Italian Institute of Technology**, showcasing technologies developed in agriculture 4.0, sustainability, and bio-inspired technologies based on plants and seeds. In the technology sector, the event will also feature the space greenhouse designed by Space V, coordinated by astronaut **Franco Malerba, and Nemo's Garden's** underwater biosphere.

Internationally, alongside participants from France, including the **Floralies de France and Nirp**, highlights include the return of the **Jardin Exotique of Monaco** with its beautiful succulent plants, and Spain with **Murcia**, the capital of Spain's important horticultural district.

Also returning are the palms from **Florida and Thailand**, and for the first time, **Bhutan** will participate. Bhutan is unique as the only country in the world that measures Gross National Happiness (GNH) instead of GDP. This small kingdom in the Eastern Himalayas focuses on

environmental sustainability and its national flower is the rare blue poppy, and its national tree is the cypress. Bhutan will offer Euroflora visitors a taste of its spectacular scenery, ranging from subtropical plains to steep mountains and valleys, and will emphasize its commitment to sustainability.

The 2025 edition of Euroflora – **organized by Porto Antico di Genova Spa** in collaboration with the **City of Genoa**, the **Liguria Region**, and the **Chamber of Commerce**, and with the operational partnership of **Aster Genova** – marks a significant step in its evolution.

President Mauro Ferrando stated - “We are proud to support the sector in all its aspects in a new and comprehensive way, to propose models for a lifestyle that seeks direct contact with nature, to return to the spectacular setting of the former trade fair district transformed into the Levante Waterfront, with its large spaces, variety, and the convenience of an area that also offers ample indoor spaces. We are proud of the positive response from industry players, the important new participants, and the even stronger presence of the **Ministry of Agriculture**, industry associations, and the increased activity of **the ICE Agency**. The net exhibition area has almost tripled from **35,000 to 85,000** square meters, and the number of gardens has increased to **154 from 90 in 2022**. The number of landscape architecture projects selected for the Ars Urbana competition has also increased from **10 to 12**. There are also more participants in the **Mercato Verde**, the area in the Jean Nouvel pavilion dedicated to the sale of plants, flowers, furniture, equipment, accessories, and natural products.”

The slogan "Nature reclaims its space" reflects the spirit of the exhibition and the offerings of the tourism districts and many participating municipalities. These municipalities are making significant investments in the **redevelopment of urban green spaces**, recognizing **their social value and rediscovering their importance as tourist attractions**, particularly in the case of historic gardens and hiking trails. They focus **on responsible tourism and environmental sustainability**, which will be key topics in discussions with some of Italy's leading experts.

Sustainability of the Event

Euroflora's commitment to sustainability is also evident in the choices made by **Porto Antico di Genova** in organizing the exhibition and its services. Porto Antico di Genova adheres to the **City of Genoa's "Operational Guidelines and Sustainability Requirements for Outdoor and Indoor Events."** In accordance with the Memorandum of Understanding for environmentally sustainable events recently signed by Porto Antico di Genova S.P.A., the **City of Genoa**, and **AMIU Genova S.P.A.** Euroflora is the first event to meet the requirements of these Guidelines. Regarding transportation, the approach used in the 2018 and 2022 editions at the Parks of Nervi will be maintained: prioritizing public transport, with on-site parking reserved for exhibitors, service vehicles, and visitors with disabilities. There will be dedicated bus areas and partnered parking facilities. The technical staff has worked with the City of Genoa's Disability Advisory Committee to optimize accessibility within the exhibition spaces. The event's website, www.euroflora.genova.it, has also been updated to meet inclusive accessibility standards.

The Italian Floriculture Market

According to **Istat data from 2023**, the national floriculture production is worth **3 billion and 145 million euros**, representing **4.7% of Italy's agricultural production** (compared to 4.5% in 2022). Flower cultivation accounts for **1 billion and 465 million euros** (2.2% of Italy's agricultural

production), while nursery production is estimated at **1 billion and 678 million euros** (2.5% of Italy's agricultural production). **Liguria leads in flower production with over 437 million euros**, followed by **Sicily and Campania**, while **Tuscany** leads in nursery plant production with **over 923 million euros**, followed by Lombardy and Sicily.

Italy is the second-largest exporter of flowers and plants in Europe and the third-largest globally, accounting for 5.2% of world exports. The sector's trade balance is positive, with an estimated surplus of **315 million euros**. Significant trade occurs with **France** (over 220 million euros), **Germany** (around 150 million euros), **Switzerland** (around 58 million euros), and **Great Britain** (44 million euros). The largest trade deficits for Italy are with **Spain** (25 million euros) and the **Netherlands** (400 million euros, representing 69% of Italy's total imports in the sector).

Preview of the ANVE-ICE Sector Study, Coldiretti/CNR Research, and Confagricoltura and Agronomists' Seminars

On **Wednesday, April 23rd**, the day dedicated to the jury's evaluations, the press, and the official opening, the **ANVE-ICE sector study conducted by Nomisma will be presented**. On **Thursday, April 24th** at 11:30 AM, **Coldiretti will present its research with the CNR**, titled "*From the Forest to the City: The Healing Power of Green Spaces*," focusing on the value of green spaces – from forests to urban areas – as tools for healing, regeneration, and collective well-being. Discussions will center on the role of floriculture, scientific research, and best practices in addressing the environmental and social challenges facing our cities. On **Tuesday, April 29th**, **CONAF** (National Council of the Order of Agronomists and Forestry Doctors) will present "*Cultivating and Caring for a Green Future: Sustainability and Gender Equality*." On **Wednesday, April 30th**, **Confagricoltura** will host the seminar "*The Future of Floriculture Between Research and Global Market*" with the participation of national president Massimiliano Giansanti, the vice president for agriculture of the Liguria Region, Alessandro Piana, representatives from Ismea, Masaf, CREA Off, the special agency of the Chamber of Commerce of the Riviera Liguri, and the University.

Side EventsA new feature of Euroflora 2025 is the extensive space dedicated to various side events, offering numerous opportunities for learning and entertainment for both the general public and industry professionals. There are four "Arenas" for public events, including one primarily for floral designers and bonsai experts, and five meeting rooms on the mezzanine floor of the Blue pavilion. Music will tie everything together, with a series of events coordinated by the **LM European Music Cultural Association** and **Riviera Music Entertainment**. Highlights include "*Euroflora Encounters*," a series of four talks with well-known figures, such as science communicators **Stefano Mancuso (April 24th)** and **Mario Tozzi (April 28th)**, orchestra conductor **Peppe Vessicchio (April 29th)**, and journalist and TV host **Federico Quaranta (April 26th)**. **Astronaut Franco Malerba** will hold two talks on space technology for sustainable plant-based food production, on April 24th and May 1st. **Silvia and Antonio Ricci**, owners of Villa La Pergola in Alassio, will speak on April 26th in the Gardenia space.

Euroflora, the Rules and the Contests

The contests, meant for all them that do show their wares, and a true mark of great worth for them that win, shall be one **hundred fifty-four**, divided into contests of honour, of seemliness, and of craft. With the first sort, given mostly to them from far lands, and to the Shires and many Towns, the single or gathered showings made in the sundry places of display shall be judged.

The seemliness contests shall give prize to the beauty, the newness, and the artful setting forth of the plants shown; the craft contests, on the other hand, are to give reward to the high quality, the renown, and the new blooms, bushes, and trees on show. A contest set apart shall weigh the showings that are kept best throughout the length of the fair. The choosing of the hundred and fifteen judges was done with great fairness, picking them from folk of high skill in matters of plants, of farming, of landscapes, of putting things together, and of art. The guiding light for the gatherings of judges from beyond our shores shall be the wise council made up of **Luciano Ardizzoia**, the head of the old Verbanese Society of Gardeners, **Leonardo Capitanio**, head of AIPH, **Arturo Croci**, a writer, a newsman, and known the world over for his knowledge, **Renato Ferretti**, the vice-head of the Conaf in all the land, **Mauro Mariotti**, a master of applied botany at the University of Genoa, **Francesca Mazzino**, once a master of landscape building at the University of Genoa, and **Ettore Zauli**, a farmer of landscapes, who once led the Garden Service of the Town of Genoa.

Euroflora B2B, the ICE folk sent from afar, the day of the twenty-eighth of April for them that trade

The work with the **ICE** folk has been made stronger: more than sixty top buyers from lands well-grown, from the East parts of Europe, from the Adriatic shore, and from the Middle East, shall be the company from beyond our shores, and they shall be busy on the twenty-sixth and twenty-seventh of April, and on the second and third of May.

For the first time in the tale of this fair, by the advice given by the guilds, on the Monday, the **twenty-eighth of April**, the trade folk who are allowed entry shall come to the fair for naught, and they shall have places set aside for their meetings. On that same day, the **Chamber of Commerce of Genoa** has set up a sending of French buyers, who shall meet with the Ligurian folk who work the land and its food.

Euroflora Young, the love of green things blossoms in childhood

Euroflora shows itself as a place of play and learning, to teach and make the young aware, with a special care for children and lads. The event offers a rich plan of things to do, meant to grow **the love of nature** and to make folk mindful of the world around them. **The Biodiversity Branch of the Forest Carabineers** shall offer a path of learning about the life of plant nurseries, with things to feel and a game of goose that is good for the earth. **The Cites Carabineer Corps** shall show things taken by force, to make folk aware of the trade in beasts and plants that are shielded. **Confagricoltura** shall show the world of bees with a teaching hive, and shall hold the artful work with flowers of **the Solidarity & Work Cooperative**. **Iren** shall offer work in the making of new things from old, and a special happening, a green musical with the **Theatre of the Garden**. The teaching role of Euroflora has long been seen in the work with the **Marsano Farming School of Genoa**, by the toil of the teachers and the lads who do a most important work of getting ready and keeping things up, and who set up a goodly space for showing. Euroflora shall hold the giving of prizes for the contest "*Nature makes room...at school!*" set up with the help of the **Regional School Board of Liguria** and the **Blue District**, and it has the blessing of the **Representation in Italy of the European Commission**. Other happenings of earth-friendly work shall be set up by **UNICEF**, **Altromercato**, **Euclipa**, the **Cinque Terre National Park**, the **All Academy Cultural Association**, and the museums of **Castello D'Albertis** and of **Ligurian Archaeology**. "Mushrooms, a precious gift of the wood and more..." is the name of the guided

walks in the Isola Giardini place, while the Gathering of the Ligurian Flower Sellers shall hold work for children called "Children meet the Flowers."

The telling campaign, the doings to draw folk, and the news folk who join in

The planning on the web and the picture-sharing sites, on the talking boxes and in the great papers of the land, in the monthly books for folk, and in the local news, is strong. Among the things done out of doors, special showings have been set up in the stations of Milan Central, Turin Porta Nuova, and Genoa Piazza Principe. The official speaking box is **Radio Monte Carlo**, which shall be at Euroflora with a place of their own and daily speakings throughout the fair. The news folk who join in **are RAI – the Italian Radio and TV, Gardenia** with a place to show and a plan of doings and showings, **Topscape** with things to do and meetings about the building of landscapes, **Casafacile**, and **Il Secolo XIX**.

The showings that are linked

The events connected to Euroflora 2025 will feature and be twinned with **Floralies de France**, **Orticolario**, the annual event held at Villa Erba dedicated to nature lovers, and **Aromatica of Diano Marina**. Many events in Liguria inspired by the theme of flowers and plants marked with the "Intorno a Euroflora" logo precede or accompany Euroflora.

At Euroflora shall be seen and joined with it the **Floralies de France**, **Orticolario**, the yearly event held at **Villa Erba** for them that love nature, and **Aromatica of Diano Marina**. Many are the showings in Liguria that take their lead from the theme of flowers and plants, marked with the sign "*Around Euroflora*," which come before or go with Euroflora.

The givers and the helpers of Euroflora

For the third time running, Euroflora shall have **two partnerships** that are now old and needful: **Iren Spa**, the main giver, who shares with Euroflora a vision of matters and ways for lastingness and saving of power, and **Basko**, the great shop group that is ever at the fore in spreading and pushing the good foods and cookery of the land, who shall be an official giver. Among the sundry givings and joinings, we name the presence of **A.S.E.F.**, who shall surprise with a great floral showing, and the new friend **Helan**, among the first Italian companies skilled in the making and doing of natural beauty aids, who shall make, for the first time in the tale of this fair, a special scent made together. The smell, thought of as a sign of the event, takes the very heart of the flowers and hails the wealth of the natural world, to carry them that wear it into the unique air of Euroflora. Starting from Euroflora, it shall then be spread and sold steadily throughout the land. And then **Banca Passadore**, **Italiana Terricci**, and **MSC**.

Nor shall the Helpers be lacking, companies that give their strong hand, such as **Banchero Costa**, **Cambiaso Riso Group**, **Genoa 1893**, **U.C. Sampdoria**, **Villa Montallegro**, and **Vorwerk Folletto**. The craft partners are **Diemmebi**, **Pietranet**, **Gruppo Valagussa**, **Macchine edili Repetto**, and **Waterfront di Levante**. The Photo Point Euroflora and "Euroflora meets" are made with the help of the University of Genoa.

Euroflora on the web

The site, www.euroflora.genova.it, gives news, is a place to buy tickets online, and helps them that show their wares in all their dealings with them that order the fair. Beside the site are Facebook and Instagram.

Opening hours and tokens to enter Euroflora shall be open every day from Thursday, the twenty-fourth of April, to Sunday, the fourth of May, from the ninth hour of the morning to the seventh hour after noon.

The prices of the tokens, for a set day, are:

- Whole Token: € 25.00 + € 1.50 for buying ahead
- Small Token: € 18.00 + € 1.50 for buying ahead (price for them born between the twenty-third of April in the year of our Lord 2009 and the twenty-third of April in the year of our Lord 2019, and for them with a failing between sixty-seven and ninety-nine in a hundred)
- Groups: € 22.00 + € 1.50 for buying ahead – this "group" price is for buying all at once for at least twenty and five folk (for every twenty and five that pay, one gets in for naught).

If you choose the "Re-booking" way when you buy, you can change the day you come at any time.

Entry for naught for:

1. them with a proven failing of a hundred in a hundred + one to go with them (if the right to have one with them is properly set down);
2. children born from the twenty-third of April in the year of our Lord 2019 onwards;
3. them that lead groups.

Tokens can be bought on the site www.euroflora.genova.it or on www.ticketone.it and at the shops that work with Ticketone. At the gate of the fair, there shall be a place to buy tokens.

Patronage

Euroflora is blessed by the Shire of Liguria, the Town of Genoa, the Chamber of Commerce, the Ministry of Farming, of Food Sovereignty and of the Forests, the Ministry of Tourism, ANVE – the National Guild of Plant Growers who send their wares abroad, Confindustria Genoa, ENIT, the Representation in Italy of the European Commission, and the University of Genoa.

CARTELLA STAMPA/FOTO E VIDEO

<https://drive.google.com/drive/folders/13LPJaKXudkAgJTgALYh1IFe7CRqeHTnt>

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