



Genoa, 23rd April 2025

Press release

## EUROFLORA 2025, THE CURTAIN RISES ON THE MOST SPECTACULAR FLORALIES IN EUROPE

NUMBERS AND PROSPECTS OF FLORISTRY: THE ANVE ICE OBSERVATORY ON THE FLORISTRY SECTOR OF OUTDOOR ORNAMENTAL PLANTS, FRUIT AND CITRUS FRUITS WAS PRESENTED TODAY

AN EXCITING JOURNEY THROUGH 154 GARDENS DEVELOPED BY OVER 400 FLORISTS INNOVATION, LANDSCAPE ARCHITECTURE, SUSTAINABILITY AND GREEN TOURISM

EXPANDED SPACES, FOCUS ON B2B AND AN EYE ON THE FUTURE WITH MANY INITIATIVES FOR THE LITTLE ONES

Today, April 24<sup>TH</sup>, the 13th edition of Euroflora, International Exhibition of Plants and Flowers recognized by AIPH – International Association of Horticultural Producers. At the Arena Leccio, in Piazzale Kennedy of a completely renovated Levante Waterfront, the following people spoke: the **President of Porto Antico di Genova Spa Mauro Ferrando**, the Secretary General of the Chamber of Commerce of Genoa Maurizio Caviglia, the Vice President of the Region and Councilor for Agriculture and Horticulture Alessandro Piana, the Acting Mayor Pietro Piciocchi, the President of the Liguria Region Marco Bucci, and the President of AIPH Leonardo Capitanio.

The very human and affectionate memory of Pope Francis, a true lover of nature, was the premise for the passionate and timely speech by the **President of Porto Antico Mauro Ferrando**: “This thirteenth edition is actually the first of a new era - the president underlined, retracing the long history of this magnificent and original event, starting from the distant 1966: we have returned to the past, but with a great leap into the future. It was an extraordinary commitment for which credit must be given to all the floriculturists and the thousands of people involved in the construction of this great show, which requires enormous and often obscure work. A show that involves the city and the territory for a 360° welcome”.

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“Euroflora is one of the symbols of Genoa and Liguria, it represents tradition and at the same time the desire to look to the future – the words of President Bucci. The return to this historic location that has been recovered thanks to the waterfront project is also an image of the city's rebirth. It is the deserved recognition of those who worked both on the creation of the new Foce area and on the preparation of this edition”.

Euroflora 2025 is making space for itself on a tripled and innovative area that combines the symbolic colours of Genoa: the blue of the sea and the green of our lungs and the hinterland between installations on islets and privileged viewpoints - **says the acting Mayor of the Municipality of Genoa**. It is a hymn to renewal starting from the Levante Waterfront which offers spectacular views celebrating a very high quality floricultural production, new hybridisations many of which are made in Liguria, many species of plants and flowers, a green, environmentally friendly, slow and international tourism. Genoa is once again the European centre of this sector and it is doing so in a widespread way, in the various neighbourhoods and in the related events, including the Rolli Days, sold out in just a few days. An event in which we bring our memory of Pope Francis to whom the Municipality of Genoa and Aster have dedicated the 'White Panorama' inside the Palasport: a set of very delicate flowers like those he loved in the Vatican Gardens or that have been named after him over the years as a symbol of joy and simplicity. I therefore thank Aster, which plays a fundamental role in the design and construction of the exhibition spaces of the Municipality of Genoa, and all the operators who have carried out a powerful work with passion and professionalism”.

**For the regional vice president Alessandro Piana "Euroflora - "It is a further success of our region, which wanted to participate with the initial village, an immersive experiential journey through the colors and flavors that characterize Liguria, and then inside the Blue Pavilion with a sort of village that represents the artisanal and commercial and also agricultural activities of Liguria" - with a thank you to the floriculturists who have been working for months to package flowers and plants present in the Ligurian stands.**

**Maurizio Caviglia, general secretary of the Chamber of Commerce** highlighted that the floriculture sector in our region is a very important sector, with excellence at national and international level and for this very reason as a Chamber of

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Commerce we have organized b2b meetings opportunities for the sector's workers and an opportunity to enhance our excellence".

Particularly proud to be at Euroflora, **the Italian president of AIPH Leonardo Capitanio**: Participation in events like this testifies to the value of Italian nurserymen on the international scene. Today Italy has a place of honor in the international parterre of our sector, because the union of all Italian nurserymen is second to none on the world scene"

In the afternoon, the data from the Observatory on the Italian horticultural sector carried out by Nomisma were released. **The study focused on the outdoor ornamental sector, but with attention to the production of fruit trees and citrus fruits**, photographs the Italian supply chain 17,490 companies active in Italy, with 54% of companies specialized in horticultural production, 26% in plant reproduction and the remaining 20% in the forestry and aromatic and pharmaceutical plant sectors. The Observatory records, for 2023, an export of these specific sectors equal to 1.2 billion euros with a +5.4% compared to the previous year. More than 60% of companies apply sustainable agronomic practices, only 19% access public financing tools for the green transition, highlighting a gap to be filled. On the innovation front, 705% of companies have already invested in technologies for water and energy efficiency, however only 15% use advanced digital tools such as intelligent sensors, drones or predictive models. The study ends with operational proposals - "to relaunch the competitiveness of the sector, access to credit, digitalization, training and international promotion" - **concluded the president of Anve Luigi Pagliani**.

The event, which will open to the public from tomorrow until **Sunday 4 May**, presents itself as one of the most anticipated events of the year in the city of the Lanterna, in a display of beauty, research, innovation and productivity, which starting from the excellence of the horticultural sector, national and international, ranges from landscape architecture to environmental sustainability, from conscious tourism and the best technologies in the world of research.

The Euroflora project, designed by the architect **Matteo Fraschini for Urges-Gruppo Valagussa**, unfolds between art and nature: along the route, installations designed specifically allow visitors to rise above ground level to enjoy an overall

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view of the event: the “**Mirador fiorito**” overlooking the sea in Piazzale Kennedy, the 140-meter **pedestrian bridge in the Blue Pavilion**, **three origami** that freely reinterpret the figure of the sail, the flower (the strelitzia) and the fishing net, enhance, in the eyes of visitors, the set of installations.

Euroflora extends over a surface area of **85 thousand square meters**, for an exhibition area divided into five main zones: Piazzale Kennedy, with its 30,000 square meters; the Palasport; the tensile structure of almost **10,000 square meters indoors**; a suggestive marine area, of 10,000 square meters with its **60 piers, 3 islands and 10 floating gardens**; the Blue Pavilion which develops on two floors of 20,000 square meters each. The ground floor is characterized by the aforementioned "Origami Rete" and the raised walkway, while on the first floor the show of floral compositions, cut flowers and collections of bonsai is ready, thanks also to the presence of recognized and authoritative master florists and floral designers including **Federico Silvestri, Fabrizio Panone, Silvano Erba, Jessica Tua, Marina Bulatova**.

On the international level, in addition to the participations from **France and Holland**, the twinned **Floralies de France, Nirp, and the Jardin Exotique of Monaco** with its splendid specimens of succulent plants are ready to amaze visitors, and outside Europe the monumental palms of **Florida, with Thailand and the novelty of the small Himalayan kingdom of Bhutan**. Euroflora 2025 is a return to the future - because it offers a variety and breadth of spaces, as was only possible in the distant past, spaces that allow the display of every type of plant and the return in grand style of cut flowers, floral arrangements and bonsai, **4 arenas for meetings**, shows and workshops as well as **5 rooms for conferences**, technical meetings and negotiations. Like the B2B ones that starting from Saturday 26 April, and then on 27, 2 and 3 May, will take place in the Agapanthus room, on the mezzanine floor of the Blue Pavilion, curated by **ICE**, with the expected presence of over 60 top buyers from mature markets, Eastern Europe, the Adriatic coast and the Middle East. For the first time in its history, Euroflora is dedicating the entire day of **28<sup>th</sup> April** to accredited professional operators who will have dedicated spaces available for meetings between producing companies and buyers, while on the same day the **Genoa Chamber of Commerce** is organizing a mission of French buyers who will meet Ligurian agri-food companies.

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Among the new features for 2025 is the **Egyptian Museum of Turin**, in Kennedy Park, with the reconstruction of a pleasure garden from ancient Egypt dating back to the so-called New Kingdom (1539-1076 BC). For the first time, the **Cinque Terre National Park Marine Protected Area** is participating in Euroflora, bringing to Genoa, in the heart of the most important international horticultural exhibition, an evocative and little-known story: that of the "**other Cinque Terre**". And again, the extraordinary presence of **the Italian Institute of Technology** with some of the innovations developed in the field of agriculture 4.0, sustainability and bio-inspired technologies from plants and seeds. Still in the technological field, on display on the ground floor of the Blue Pavilion is the space greenhouse designed by **Space V** with the coordination of astronaut **Franco Malerba** and the underwater biosphere of **Nemo's Garden**, while the Biodiversity Department of Pieve Santo Stefano of the Carabinieri Forestali and the foresters of the Cites Carabinieri Nucleus are ready to embody authentic beacons in the service of protecting plants and animals and in the fight against poaching and illegal sales.

A sea of initiatives are on the launch pad to spread across the four Arenas perfectly tested to host events, demonstrations and debates. The Palasport, a "mythical" place of Euroflora, set up by Aster on the theme of the four seasons, offers an original visual impact, thanks to a long series of **recycled and 100% recyclable cardboard tubes** and a drawing on the ground of **six petals corresponding to the famous existing toroid**.

Tomorrow, **April 24<sup>th</sup>**, to further test the pulse of the sector, the research by **Coldiretti** carried out with the **CNR**, "From the forest to the city: the green that heals" will be presented, an opportunity to continue to reflect, in the presence of the **Minister of Agriculture Francesco Lollobrigida** and the national president of **Coldiretti Ettore Prandini**, on the value of green as a tool for healing, regeneration and collective well-being. And then, off to the tour of Italy among the best floricultural productions made in Italy, from **Liguria to Piedmont and Lombardy**, from **Tuscany to Marche**, from **Campania to Puglia and Sicily** with individual presences of some of the best Italian floriculturalists, universities, collectives coordinated by Associations of producers and Regions, the direct participation of the Ministry of Agriculture, Food Sovereignty and Forests, Coldiretti, Confagricoltura, Anve-Associazione Nazionale Vivaisti Esportatori, Federfiori, AFFI and ANCEF.

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A reflection on the theme of this 23rd Edition of Euroflora – Nature makes space – which does not stop, and continues, among others, on **April 29<sup>th</sup>**, with the conference of **CONAF- National Council of Agronomists and Foresters** entitled “Cultivating and caring for a green future: sustainability and gender equality” and on **April 30<sup>th</sup>** with the seminar of **Confagricoltura** “The future of floriculture between research and global markets” with the presence of the national president, **Massimiliano Giansanti**, the vice president with responsibility for agriculture of the Liguria Region, **Alessandro Piana**, the heads of **Ismea**, **Masaf**, **CREA Off**, the special company of the **Chamber of Commerce of the Ligurian Rivas and the University**.

Another important novelty is the Euroflora Incontra events, four unmissable meetings with four faces well-known to the general public, scientific communicators of the calibre of **Stefano Mancuso** (Thursday 24) and **Mario Tozzi** (Monday 28), well-known figures such as the orchestra conductor **Peppe Vessicchio** (Tuesday 29) and the journalist and TV host **Federico Quaranta** (Saturday 26). There will be two more meetings with the astronaut **Franco Malerba** on space technology for the sustainable production of plant-based food, on 24 April and 1 May, while **Silvia and Antonio Ricci**, owners of Villa La Pergola in Alassio, will speak on Saturday 26 in the Gardenia space.

Euroflora offers the best of itself to **children**, with a rich program of initiatives designed to cultivate a love of nature and promote environmental awareness. Starting tomorrow, head to the first floor of the Blue Pavilion to embark on the educational trail on the life cycle of nurseries, with sensory activities and an ecological game of the goose by **the Biodiversity Department of the Carabinieri Forestali**, and then run to touch with your own hands the many finds confiscated from illegal traffickers of animal and plant species, in the area of the Carabinieri Cites Unit, also on the first floor of the Blue Pavilion. On the ground floor, starting on Saturday 26 April, the Confagricoltura nursery will host a series of workshops and educational play activities scheduled for the little ones, with “Flowers, colours, art and nature”, while Iren, the main sponsor of Euroflora2025, in the area in front of the Palasport, will open on Friday 25 with its educational workshops dedicated to creative recycling. The educational and training role of Euroflora is historically expressed in the collaboration with the **Marsano Agricultural Institute of Genoa**, while we will have to wait for the awards ceremony of the contest “Nature makes space...at school!” organized in collaboration with the Regional School

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Directorate of Liguria and the Blue District and has the patronage of the Representation in Italy of the European Commission. Many other environmental laboratory initiatives will be organized by UNICEF, Altromercato, Euclipa, the Cinque Terre National Park, the All Academy Cultural Association, the Castello D'Albertis and Ligurian Archaeology museums. "Mushrooms, a precious resource for the forest and beyond..." is the title of the guided tours in the Isola Giardini area, while the Collettiva dei Fioriti Liguri will host workshops for children entitled "Children meet flowers".

## Patronages

The 2025 edition of Euroflora is organized by Porto Antico di Genova Spa and is sponsored by the Liguria Region, the Municipality of Genoa, the Chamber of Commerce, the Ministry of Agriculture, Food Sovereignty and Forests, the Ministry of Tourism, ANVE - National Association of Exporting Nurserymen, Confindustria Genova, ENIT, the Representation in Italy of the European Commission and the University of Genoa and the operational partnership of Aster.

## Sponsors and supporters of Euroflora 2025

For the third consecutive edition, Euroflora can count on two now "historical" and fundamental collaborations: **Iren Spa**, main sponsor, which with Euroflora shares a vision of themes and solutions for sustainability and energy saving and **Basko**, the large-scale distribution group always at the forefront for the dissemination and promotion of the food and gastronomic excellence of the territory, which is the official sponsor.

Among the various sponsorships and partnerships, we can mention the presence of **A.S.E.F.**, which will surprise with a floral arrangement of great impact, and the new entry of **Helan**, among the first Italian companies specialized in the formulation and production of natural cosmetics that creates for the first time in the history of the event, the perfume of Euroflora in co-branding. The fragrance, conceived as a symbol of the event, captures the essence of flowers and celebrates the richness of the natural world to transport those who wear it into the unique atmosphere of Euroflora. Starting from Euroflora, it will then be distributed and marketed permanently throughout the country. And then **Banca Passadore**, **Italiana Terricci** and **MSC**.

Then there is no shortage of Supporters, companies that guarantee their concrete contribution, such as **Banchero Costa**, **Cambiaso Risso Group**, **Genoa 1893**, **U.C. Sampdoria**, **Villa Montallegro** and **Vorwerk Folletto**. Technical partners are

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Diemmebi, Pietranet, Gruppo Valagussa, Macchine Edili Repetto and Waterfront di Levante.

Photo Point Euroflora and “Euroflora incontra” are created in collaboration with the University of Genoa.

### Media partner and official Radio

Rai Radiotelevisione Italiana, Il Secolo XIX, Gardenia, Casa Facile and Topscape are media partners of Euroflora 2025. Official Radio and Radio Monte Carlo.

### Euroflora on-line

The website [www.euroflora.genova.it](http://www.euroflora.genova.it) provides information, is an online ticket office, and assists exhibitors in all phases of the relationship with the organizers. The website is supported by Facebook and Instagram.

### Opening hours and tickets

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

The prices of the tickets, for a fixed date, are:

**Full Ticket:** €25.00 + €1.50 presale

**Reduced Ticket:** €18.00 + €1.50 presale (rate valid for those born between 23/04/2009 and 23/04/2019 and for disabled people with a disability between 67% and 99%)

Groups: €22.00 + €1.50 presale – the “groups” rate is available for cumulative purchases for at least 25 people (every 25 paying visitors receive a free ticket). By choosing the “Re-booking” option at the time of purchase, it is possible to change the date of the visit at any time.

**Free admission** for disabled people with certified disability equal to 100% + companion (if formally provided for); children born from 23/04/2019 onwards; group companions.

Tickets can be purchased on the website [www.euroflora.genova.it](http://www.euroflora.genova.it) or on [www.ticketone.it](http://www.ticketone.it) and at Ticketone affiliated sales points.

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A ticket office will be available at the entrance to the event. In Genoa, there is a ticket office in Porto Antico, and at the Genova Experience points in Piazza De Ferrari and Via San Lorenzo.

### Media partnership

The official radio station is **Radio Monte Carlo**, present at Euroflora with a studio and daily live broadcasts for the entire duration of the event. Media partners are **RAI – Radiotelevisione Italiana**, **Gardenia** with an exhibition presence and a program of activities and presentations, **Topscap** with initiatives and meetings related to landscape architecture, **Casafacile** and **Il Secolo XIX**.

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### PRESS KIT/PHOTOS AND VIDEOS

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

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