



PRESS RELEASE

At Greenitaly, the new green trends: Italian horticulture between climate, global challenges, and the charm of the Rising Sun

From Paulownia to Japanese flowering cherry trees, from resilient plants to regenerative architecture: Greenitaly (Parma, October 15-17) explores how Italian horticulture is responding to the challenges of the climate crisis and globalization.

Gloria Oppici, Brand Manager: "Greenitaly is an observatory on new green trends. In Italy, we have production districts, biodiversity, the climate, and above all, a design capability that can unite technique, culture, and vision".

In 2024, Italian horticulture reached a new record: €3.25 billion in production and €1.62 billion in export. The sector is led by Tuscany, followed by Liguria, Sicily, and Lombardy, and Friuli Venezia Giulia —districts that will be present at Greenitaly.

[Accreditation is available here](#)

(Parma, October 1, 2025) Greenery is a fundamental ecological infrastructure for tackling the challenges posed by climate change. It is no longer simple decoration, but a design vision capable of transforming our gardens, cities, and landscape. A transformation made of trees that offer shade, resilient species capable of withstanding extreme temperatures, and plants that improve air quality and make public spaces livable even in the hottest summers.

This paradigm shift takes concrete form with **Greenitaly**, the new reference point for horticulture and landscape, organized by **Fiere di Parma from October 15 to 17**. Italy, the home of beauty and garden culture, is rediscovering botanics and landscape design as a strategic lever for the ecological transition.



In this new scenario, alongside traditional species, new protagonists are emerging, capable of facing contemporary climatic challenges : the Paulownia (*Paulownia tomentosa*), which reaches significant dimensions in just three years with minimal maintenance ; the Persian Silk Tree (*Albizia julibrissin*), light and resistant ; the sterile mulberry (*Morus alba*, non-fruiting variety), ideal for urban furnishing ; and the flowering cherry (*Prunus serrulata*), long celebrated in Japan as a symbol of rebirth and poetry , now a candidate to become an emblem of a new Italian spring, in the name of sustainability and beauty.

"Greenitaly is a privileged observatory on new green trends. In Italy, we have production districts, biodiversity, the climate, and above all, a design capability that can unite technique, culture, and vision. Greenitaly was created precisely to showcase all this and to connect Italian excellence with the international debate," emphasizes **Gloria Oppici, Brand Manager of the exhibition.**

This scenario is confirmed by the numbers of the sector and the districts that will be present at Greenitaly. Italian horticulture continues to grow and produce value: in 2024, it reached a new record with €3.25 billion, an increase of 3.5% compared to 2023 and 31% over ten years (processing by Myplant & Garden on Istat data). Exports reached €1.62 billion, with an increase of +6.3% in value and +9.5% in volume (source CREA).

The sector is led by Tuscany, with €1.014 billion (+3.5%), followed by Liguria (€462 million, +3.8%), Sicily (€313 million, +3.7%), Lombardy (€287 million, +3.6%), Lazio (€196 million, +3%), Campania (€189 million, +1.4%), Puglia (€178 million, +2.2%), Emilia-Romagna (€157 million, +1.3%), Veneto (€139 million, +5%), and Piedmont (€89 million, +3.3%). Closer to the top ten, Friuli-Venezia Giulia (€88 million, +4.9%) stands out for constant expansion. Central Italy is confirmed as the most productive macro-area (€1.26 billion, +3.5%), ahead of the North (€1.23 billion, +4.1%) and Southern Italy (€760 million, +2.8%).

Approximately 70% of Italian production is destined for foreign markets, mainly in Europe (78%). Italy is now the third largest exporter in the world by value, with the first quarter of 2025 already close to half a billion. Imports are also growing (€888 million, +30%), but the trade balance remains strongly positive.

"We have the climate, the land, the creativity. And a long tradition of technical and manual skills that make Italy a natural laboratory for green," confirms **Davide Romiti**, a fourth-generation nurseryman and now head of Romiti Vivai. Romiti Vivai, active since 1921 and present in international projects from Versailles to Uzbekistan, will be one of the various sector companies present at the fair.

At Greenitaly, this transition takes shape through a multidisciplinary vision that intertwines design, science, training, and landscape. Deepening the theme during the fair will be the **architects Joshua Parker and Matthew Butler** , who will offer a reflection on the contemporary landscape inspired by the concept of "**apologetic architecture**". This is a design approach that recognizes the limits



of human intervention on the environment and proposes a regenerative architecture capable of engaging with living things.

An example of this is the international conference promoted by **AIAPP**, which will bring European landscape figures of reference to Parma, **from Gilles Clément to Piet Oudolf , for reflections on the role of greenery in urban, touristic, and productive contexts**. Moving in the same direction are the two appointments scheduled for October 17, dedicated to agroecology and urban biodiversity, which will connect institutions, research, and design to outline integrated models of ecological planning.

It is not about following a botanical trend, but about responding with design intelligence to the climate crisis. Every tree planted in the right place reduces heat islands, reduces the use of asphalt, and changes livability. "Just plant and do it well," summarizes Romiti , whose company today supplies a selection of boxwood (*Buxus sempervirens*) resistant to the box tree moth for historic French gardens. This allows iconic places like Versailles to combine conservation and climate adaptation. The emblematic case of Versailles highlights how climate change—together with rising temperatures and the globalization of the plant trade—has facilitated the spread of new pathologies, often devastating for symbolic species like boxwood. Phytosanitary defense thus becomes as strategic a front as design. At Greenitaly, the conference organized by ANVE (October 16) will focus on the new frontiers of Italian nursery farming, from prevention to the management of emerging pathogens, from genetic research to the most sustainable cultivation practices.

But the future also depends on training. An entire area of the fair—**Green4Job**—will be a true matching space between job supply and demand , designed to facilitate the meeting between companies seeking specialized profiles and students trained in the new green courses. In this regard, job applications can be submitted at the [following link](#).

Italy, with Greenitaly, positions itself as an international crossroads for those designing the green future , a reference point for the sector , capable of showcasing production excellence, territorial districts, and garden centers , while promoting new visions and encouraging dialogue among institutions, designers, nurserymen, and businesses.

For info regarding the Special Areas and the calendar of talks: <https://greenitaly.net/en/home-2/>

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