

PRESS RELEASE



From Parma a new horizon for urban greenery: public success for the first edition of Greenitaly

Greenitaly closes its first edition today at Fiere di Parma with professional operators from over 30 countries and international guests such as Emma Allen from the Royal Horticultural Society (United Kingdom)

Gianluca Borghi, Councillor for Environmental Sustainability of the Municipality of Parma: "An event that unites businesses, territory and vision towards sustainable growth"

The second edition of the Fair will be from 7 to 9 October 2026

(Parma, 17 October 2025) – The first edition of **Greenitaly**, the exhibition dedicated to new visions of urban greenery, landscape, and sustainable professions, closed today at Fiere di Parma. Three days of meetings, exhibitions, and conferences confirmed the role of greenery as a strategic infrastructure for the cities of the future, but also the Italian exhibition system's ability to attract high-profile international operators.

With **professional operators from 30 countries**, including Kazakhstan, Uzbekistan, Jordan, Greece, Lebanon, Germany, Qatar, the United Arab Emirates, and Saudi Arabia, Greenitaly recorded strong interest



from foreign markets in the solutions presented. The quality of the products, the innovation of the materials, and the effectiveness of the exhibition format as a new business arena for building commercial relationships and exchanging know-how were particularly appreciated.

The level of the talks and conferences that marked the three days was high, with the **participation of European landscape figures** such as Iñaki Zoilo from the famous Portuguese studio Proap, along with international guests like **Thomas Perez Victoria** from the Municipality of Paris and **Emma Allen**, Head of Horticultural Relations at the **RHS – Royal Horticultural Society** (United Kingdom).

Central to the program was the discussion dedicated to the theme of the "sponge city," which focused attention on the role of green infrastructures as a response to climate change and the management of rainwater, with the conference "The Sponge City. Strategies for facing climate change in urban areas," curated by Il Verde Editoriale.

Among the most attended events was also the meeting "**The climate alliance between the city and the Apennines: how to approach the objectives of Parma Climate Neutral 2030**," promoted by the Municipality of Parma, which laid the foundations for a concrete dialogue between institutions, territory, and businesses in view of the climate neutrality goal.

"If it is true that Parma is the centre of the Food Valley - affirms Gianluca Borghi, Councillor for Environmental, Energy, Mobility and Agriculture Sustainability of the Municipality of Parma - not only of Emilia-Romagna but of an even wider basin, an event like this represents further added value for us: the participation of local, but also national businesses, coming from other regions, contributes in fact to supporting, through floriculture and agriculture - in a broader sense - greenery, growth, and sustainability. And saying this, and above all doing this, in a city like Parma, so involved in Mission 2030 which aims to bring our territories to emission neutrality by 2030, has an even deeper meaning. We are therefore very satisfied with the participation and this first Greenitaly in Parma. Many more will come with the active support of our Administration".

"The fair was welcomed with great interest by a qualified audience of Italian and international operators, coming from 30 countries" - underlines **Gloria Oppici**, Brand Manager of Greenitaly. - "A result that confirms the salon's ability to engage different cultures and markets in dialogue, offering buyers the opportunity to meet the best of Made in Italy in a curated and evocative exhibition context, where gardens become real and at the same time dreamlike places".

Ultimately, Greenitaly also arises from a contemporary need: that of rediscovering greenery close to us, of building a link between private and public space capable of restoring harmony to the places we inhabit. An awareness increasingly widespread among citizens, designers, and businesses, for whom living and working in a **greener environment simply means living better**.

Greenitaly returns in 2026 from 7 to 9 October.

greenitaly

Salone del Florovivaismo e del Paesaggio
Exhibition of Horticulture and Landscape
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PRESS CONTACTS

Maia PR & Comunicazione

Antonella Maia

press@antonellamaia.com



madeinitaly.gov.it



Associato a



Partner Tecnico

