

The roadshow toward Greenitaly 2026 begins: meeting with associations and sector entities

Undersecretary Patrizio La Pietra reviews the regulatory framework of the horticultural sector and its strategic role in agricultural development.

PARMA, January 22, 2026 – On Tuesday, January 20, Fiere di Parma hosted the **first Green Agorà 2026**, a meeting dedicated to dialogue with professional organizations, the Orders of Chartered Agronomists and Forestry Doctors, trade associations, and public entities within the horticultural sector.

The meeting featured the participation of the Undersecretary of State at the Ministry of Agriculture, Food Sovereignty, and Forestry (MASAF), Senator **Patrizio La Pietra**. He confirmed the imminent presentation of the implementing decree for the framework law on horticulture, reaffirming the Government's focus on a sector considered strategic for Italian agriculture.

During the proceedings, institutional support for **Greenitaly** was reaffirmed. The event is recognized as a premier showcase for promoting "Made in Italy," and the Government confirmed its presence for the next edition, scheduled for **October 7-9, 2026**.

Responding to a proposal from Senator La Pietra, Greenitaly announced its intention to launch a survey dedicated to ornamental plant cultivation. The objective is to bridge the current information gap in the sector and provide institutions and stakeholders with real, updated data useful for strategic planning and industry development.



Furthermore, the debate highlighted how **Greenitaly 2025** fully met the expectations of exhibitors and visitors. It has consolidated its role as the benchmark platform for greenery and landscape while strengthening the dialogue between businesses, professionals, technicians, and public administration.

"Greenitaly aims to be the reference event for Made in Italy," stated **Gloria Oppici**, Brand Manager of the event. *"From plant production to nursery equipment, technical means, and technologies for greenery and landscape. Fiere di Parma's goal is to provide the sector with a complete and integrated platform aimed at landscapers, designers, builders, and maintainers of public and private green spaces".*

"Greenitaly," Oppici added, *"will take place again at the PalaVerdi, an exhibition pavilion used as a multifunctional and technological theater. The appointment is therefore in Parma from October 7 to 9".*

The event will offer visitors a comprehensive overview of solutions for the creation and management of gardens, parks, tree-lined avenues, and roof gardens. The offering will include: a wide assortment of plant species, from young plants to large-scale specimen trees; urban furniture elements and systems for green areas, including irrigation, lighting, and security systems; technologies for plant production, such as machinery, equipment, greenhouses, shade houses, technical means, pots, and substrates; technical, insurance, financial, and commercial services.

The journey toward Greenitaly will be accompanied by high-level opportunities for discussion on the most current topics for the compartment through a series of events designed to foster dialogue and stakeholder involvement

