

Press Release



***Greenitaly 2026: at Parma MUST for a dialogue
between history, nature and culture.***

***A tour dedicated to the trade press to share the strong territorial identity of the Exhibition dedicated
to urban and landscape regeneration.***

PARMA, February 25, 2026 – Greenitaly chooses the prestigious setting of the **MUST – Museum of Naturalistic Historiography** in Parma to reveal the details of its second edition, scheduled for October 7 to 9, 2026. Today's meeting, a central stage of the "Green Agorà" series, brought together the specialized press for a discussion dedicated to the evolution of natural and urban heritage, consolidating the strategic link between the fair, the territory, and the University of Parma.

In this scenario, **Greenitaly's Brand Manager, Gloria Oppici**, outlined a conceptual and industrial vision for the project:

“Making a garden is like embroidery: it takes patience and time to see the work completed; it takes a gaze that rises from the earth to look toward the future. The garden is a dynamic creation that evolves through the interaction between nature and culture: this is exactly how we conceive our fairs, as living creatures that grow over time.”



Greenitaly 2026 will offer a comprehensive overview of the green sector: from young plants to ready-to-use trees, from production technologies to urban furniture, moving into new themes of urban forestry and the cultural aspects of the **National Literary Competition "Plants Will Save Us"**.

Greenitaly 2026: Coevolution, Sustainability, and Regeneration

The event, which will return to the scenic spaces of **Pala Verdi**, represents a supply chain that currently boasts unprecedented numbers:

- **The European and National Context:** The sector in the EU has reached a value of 24.5 billion euros.
- **Italy's Standing:** Italy ranks third in Europe with a production of 3.25 billion euros—the highest figure recorded in the last decade, representing a 23% increase over recent years.
- **Regional Excellence:** Tuscany leads the national nursery sector, exceeding one billion euros in turnover. Liguria holds the record for floriculture (462 million), followed by Sicily (313 million).
- **Trade Balance and Exports:** Italy consolidates its role as a net exporter with a surplus of 374 million euros. Exports reached 1.26 billion euros (+6.3%), primarily directed toward France, the Netherlands, and Germany. Despite an increase in imports (+30% over 2023), the market shows expansive dynamics in both directions. (*Source: 2025 CREA Yearbook*)

The Press Meeting Setting

Inaugurated in November 2025, the **MUST – Museum of Naturalistic Historiography** of Parma serves as an innovative bridge between the past and future of natural history: the museum is a training center that intertwines nature and memory.

"The new course and exhibition direction of the museum meet with great appeal," stated **Prof. Davide Persico, Scientific Director of MUST and Associate Professor at the University of Parma.** *"Visitors are guided through a historical journey that tells the story of natural history from the 1700s to the present day through the figures who curated these collections".*

During the exclusive tour, the focus centered on the scientific concept of **coevolution**. The collection of butterflies and beetles attests to the millennial adaptation between the animal and plant worlds. This dynamism is also evidenced by historical papier-mâché models of carnivorous plants and the path dedicated to Charles Darwin's work on natural selection.

Similarly, **Greenitaly** will showcase plant species resistant to new climatic demands. The fair thus positions itself as the reference hub for a sector that, starting from the roots of scientific research, today leads the green transition in Europe.

