

## **Greenitaly – Fiere di Parma – and Crédit Agricole Italia: innovation and finance supporting the floriculture sector**

*From credit to new technologies, a discussion in Parma on opportunities to strengthen the competitiveness of one of Italy's key industries*

Parma, June 2026 – **Italian floriculture is looking ahead to a new investment season**, driven by technological innovation, the ecological transition, and public resources dedicated to urban green spaces. It is in this context that **Greenitaly**, the International Floriculture and Landscape Exhibition scheduled from **7 to 9 October 2026 at Fiere di Parma**, brings to the city of Parma a new stop of the **Green Agorà**, a format dedicated to dialogue between businesses, institutions, technicians, researchers, and industry professionals.

The event takes place at a particularly significant moment for the sector, in which **investment and innovation play an increasingly strategic role** in supporting business competitiveness and accompanying the ecological transition of cities. In this context, resources activated through the National Recovery and Resilience Plan (**PNRR**) also play a role: for the measure dedicated to the protection and enhancement of urban and extra-urban greenery, **€210 million** were made available. A total of **93** projects were funded: Sicily leads the ranking (**27**), followed by Lazio (**15**) and Campania (**10**). The funds have also enabled the planting of more than **4.6 million** trees and shrubs in Italy's metropolitan areas.

*“The data confirm the strength and dynamism of Italian floriculture,” says Antonio Cellie, CEO of Fiere di Parma. “According to ISTAT, in 2024 the sector generated €3.25 billion, the highest value of the last decade, further strengthening its international outlook: exports reached €1,260 million, marking a 6.3% increase compared to the previous year. These results highlight the central role of the sector and the importance of continuous investment in innovation, research, and development. In this scenario, Greenitaly fits in as a space for international dialogue and in-depth discussion, connecting businesses, professionals, the research community, and market operators.”*

To further explore the opportunities offered by this investment season and the role of innovation as a driver of sector development, **Greenitaly and Crédit Agricole Italia** are promoting a discussion dedicated to the economic and financial outlook of Italian floriculture. The meeting, hosted at the Crédit Agricole Green Life Auditorium Gabbi in Parma, a symbol of sustainable architecture and workplace well-being, LEED Platinum certified and set within more than 70,000 square metres of parkland, is dedicated to the theme: **“Technological and mechanical innovations in floriculture: what financial opportunities”**

At the center of the discussion is a roundtable aimed at analyzing the contribution of automation, mechanization, and digitalization to the transformation of production processes in the sector, with the



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goal of highlighting not only the technologies available to businesses today, but also the financial tools and support ecosystems needed to encourage adoption and sustain investment. Participants in the discussion included **Marco Vieri**, Accademia dei Georgofili and University of Florence, on “Mechanization and automation of cultivation operations in floriculture”; **Chiara Zaganelli**, Director of CREA, the Italian research body dedicated to agri-food and forestry, on “Research activities for automation in the seed and floriculture sector”; and **Davide Misturini**, Agronomist, who discussed “The role of consultancy in introducing innovation and in the digitalization of agricultural production systems.”

*“From the perspective of mechanical and conventional technologies, the sector is now mature,” says **Marco Vieri of the Accademia dei Georgofili and the University of Florence.** “The most promising development prospects instead concern advanced technologies such as drones, robots, and sensor systems. To fully seize the opportunities offered by these innovations, it is necessary to prepare both companies and territories by building a favorable ecosystem. It therefore becomes essential to develop adequate skills and establish governance capable of supporting change, including through an updated regulatory framework.”*

A key role in this innovation ecosystem is played by **Crédit Agricole Italia**, which, through **Le Village by CA**, promotes the **growth of startups and corporate innovation** by fostering connections between new businesses, corporate partners, and local territories, contributing to the spread of more competitive and sustainable development models. Nantoo and The House Farmer, both startups supported by Le Village, actively contributed to the discussion by sharing their experience in sector innovation.

The initiative is part of the journey leading to the **second edition of Greenitaly**, scheduled from **7 to 9 October 2026 at Fiere di Parma**, in the prestigious PalaVerdi venue, with the **Labirinto della Masone** as cultural partner. Building on the success of its first edition, which recorded a significant international presence with buyers and professional operators coming **68%** from Europe, **25%** from the Middle East, and **7%** from the rest of the world—particularly from Germany, Spain, France, the United Arab Emirates, and Qatar—the event confirms itself as a reference point for the entire supply chain.

Greenitaly brings together operators, producers, professionals, institutions, and stakeholders in the floriculture and landscape sector with the aim of fostering opportunities for meetings, updates, and business development, consolidating its role as a strategic platform for dialogue and growth in the industry at both national and international level.

## About

## Greenitaly

**Greenitaly** is the International Floriculture and Landscape Exhibition, organized by Fiere di Parma and dedicated to enhancing the entire green industry supply chain. The event brings together companies, institutions, and professionals with the aim of promoting innovation, sustainability, and landscape quality, fostering dialogue between nursery production,



