



Embassy of Italy
London

greenitaly
Salone Internazionale del Florovivaismo e del Paesaggio
International Exhibition of Horticulture and Landscape
OCTOBER 7-9 OTTOBRE 2026



Italian Horticulture Looks to the UK: Green Agorà's London Stop Brings Together Institutions and Industry Stakeholders

The UK market confirms its strategic importance for the Italian horticulture sector, with exports exceeding €43 million. Greenitaly comes to London to discuss growth, sustainability and the impact of climate change.

London, 8 July 2026 – The London edition of **Green Agorà**, the discussion forum promoted by **Greenitaly** – International Exhibition for Horticulture and Landscape, organised by **Fiere di Parma**, took place in London as part of its ongoing programme of dialogue with industry professionals and stakeholders on the key issues shaping the horticulture sector.

The event, organised by the **Italian Trade Agency (ITA)** and the **Embassy of Italy in the United Kingdom** at **The Farmers Club** in London, brought together members of the British horticultural supply chain, including landscape architects, as well as members of the specialist trade press.

Opening the event, **Giovanni Sacchi**, Director of ITA London, highlighted the UK's resilience as a strategic destination for Italian horticulture despite a challenging trading environment. He noted that the continued growth in exports of outdoor ornamental plants demonstrates the sector's ability to meet international demand through quality and specialisation. *"ITA supports Italian companies by acting as a bridge to a market that has always appreciated gardening culture and the quality of products from our country,"* he added.

The Embassy also plays a key role in supporting the sector. As explained by **Gabriella Manfredi**, Agricultural Attaché, the Embassy actively promotes horticulture as an authentic expression of **Made in Italy**, while maintaining ongoing dialogue with UK institutional counterparts to facilitate trade and simplify commercial exchanges pending the entry into force of the new **EU-UK SPS Agreement**.

During the event, **Fiere di Parma** presented **Greenitaly**, which will take place from **7 to 9 October 2026** at Fiere di Parma. Speakers also included **David Richardson** and **Saira Ali**, who explored global and UK market trends, as well as developments in landscape architecture. **Cristina Refolo** and **Oliver Rock** focused on landscape architecture practices in Italy.



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The following day, the London edition of Green Agorà continued in **South Gloucestershire** with a visit to the **RHS Badminton Flower Show**, the Royal Horticultural Society's new flower show making its debut this year. The programme also included meetings with additional stakeholders, journalists and the RHS Director.

The **United Kingdom** remains one of the leading export destinations for the Italian horticulture sector, ranking **sixth** overall. In **2025**, Italian exports reached **€43 million**, representing a **1.3% increase** compared with the previous year (ISTAT foreign trade data).

Outdoor ornamental plants account for almost **80% of total exports**, making them the main driver of sales. Italy is also the **fourth-largest supplier** of horticultural products to the UK.

The composition of exports highlights the strong alignment between demand in the British market and one of the key strengths of Italian nurseries: the production of outdoor ornamental plants, which represents the core of Italy's international offering.

*"Italian horticulture continues to strengthen its presence in international markets, confirming its position as one of the flagship sectors of Made in Italy. With exports exceeding €1.27 billion and a positive trade balance of approximately €363 million, the industry has demonstrated remarkable resilience and growth even in a challenging economic environment. Greenitaly aims to support this journey by creating opportunities for dialogue in Europe's key markets," said **Antonio Cellie, CEO of Fiere di Parma**. "The London Green Agorà represents a key milestone for us: an opportunity to exchange expertise and experience while exploring the transformations affecting the sector, from the impact of climate change to new approaches to sustainable landscape design."*

The London event forms part of the promotional programme leading up to the **second edition of Greenitaly**, which features the **Labirinto della Masone** as its Cultural Partner. The exhibition will bring together Italian and international exhibitors and professionals to explore the key economic, production and commercial trends shaping the horticulture sector.

About Greenitaly

Greenitaly is the International Exhibition for Horticulture and Landscape, organised by Fiere di Parma and dedicated to promoting the entire horticultural supply chain. The exhibition brings together companies, institutions and professionals with the aim of fostering innovation, sustainability and landscape quality by connecting nursery production, landscape design, research and green culture. Through its exhibition area, educational programme and networking events, including the Green Agorà discussions, Greenitaly serves as a leading platform for the sector, encouraging business development and international market expansion.

About Labirinto della Masone



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Labirinto

della

Masone

The Labirinto della Masone is the world's largest bamboo labyrinth, comprising more than 300,000 bamboo plants set within the Emilia countryside. Conceived by the renowned Parma publisher Franco Maria Ricci, it is a unique multidisciplinary project that combines nature, art and museum spaces. Today it stands as one of the most distinctive interpretations of the contemporary landscape and is recognised as one of the region's leading cultural destinations.

Greenitaly Press Office

Door Communications

greenitaly@doorcommunications.com

0287176022



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