

Canneto sull'Oglio, the Italian Capital of Ornamental Trees: A 3,000-Hectare District

Ahead of the second edition of the International Exhibition of Horticulture and Landscape, Greenitaly presents key data from the Mantua nursery district.

Parma, August 4, 2026 – Approximately 200 companies, 3,000 cultivated hectares, and nearly 1,000 employees. These figures define the Canneto sull'Oglio (Mantua) hub, Italy's leading district for field-grown deciduous ornamental trees. Greenitaly, the International Exhibition of Horticulture and Landscape, highlights these statistics ahead of its second edition, scheduled for October 7 to 9, 2026.

The Canneto sull'Oglio district is recognized as Italy's top producer of field-grown deciduous trees. Its production encompasses a vast assortment of ornamental species—ranging from garden plants to evergreen and deciduous conifers (such as larches, dawn redwoods, and *Ginkgo biloba*) to major broadleaf varieties including maples, birches, plane trees, and ashes—cultivated and shaped using specialized nursery techniques.

At Greenitaly, the local know-how and expertise of Canneto sull'Oglio will be represented by key established entities: **Planta Regina**, a consortium created to promote and enhance the centuries-old nursery tradition of the district, and **Coplant**, an enterprise operating across approximately 100 hectares (70 hectares of field-grown trees and 30 hectares dedicated to container-grown plants).

The Canneto sull'Oglio sector reinforces the overall strength of Italian horticulture which, according to 2024 ISTAT data analyzed in the 2025 CREA Yearbook, ranks as Europe's third-largest producer by value. The sector's growth is confirmed by a national production value reaching **€3.25 billion in 2024**—the highest result in the last decade—supported by 17,490 active companies and a positive trade balance of approximately €374 million. These metrics underscore the strategic value of the supply chain and the importance of fostering business networking opportunities to showcase its excellence.

Highlighting the Canneto sull'Oglio district forms part of Greenitaly's ongoing campaign to guide the sector toward its upcoming edition, offering a clear snapshot of the key production centers driving Italian horticulture.

"Showcasing regional districts means telling the story of Italian horticulture in its entirety. Each hub reflects unique specializations, expertise, and production models that fuel the sector's global competitiveness," stated **Gloria Oppici**, Brand Manager of Greenitaly, Fiere di Parma. *"Greenitaly aims to serve as the central hub where these operational experiences converge, generating concrete opportunities for dialogue among companies, buyers, designers, and institutions to build relationships that unlock new potential across the entire supply chain."*



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

The inaugural 2025 edition confirmed the event's ability to generate commercial opportunities throughout the industry: **81% of exhibitors reported satisfaction** with their participation, **85% of visitors expressed their intention to return**, and **93% of buyers identified new suppliers** during the exhibition. The trade fair also demonstrated a strong international scope: 68% of buyers and trade operators originated from Europe, 25% from the Middle East, and 7% from the rest of the world—with notable attendance from Germany, Spain, France, the United Arab Emirates, and Qatar—solidifying the event's capacity to attract qualified professionals from key target markets.

The second edition of Greenitaly, taking place October 7–9, 2026, at Fiere di Parma alongside *Mercanteinfiera* and featuring the *Labirinto della Masone* as Cultural Partner, will offer industry businesses a premier meeting ground for international operators, designers, and buyers, strengthening supply-chain dialogue and driving new growth in domestic and foreign markets.

About Greenitaly

From October 7 to 9, 2026, held concurrently with *Mercanteinfiera Autumn*, *Greenitaly—International Exhibition of Horticulture and Landscape*—takes center stage in Parma. *Greenitaly* is much more than an industry event: it is a scientific and cultural hub for greenery in all its forms, where horticultural excellence meets architecture, research, and outdoor design. Hosted inside the *PalaVerdi* venue, it features a botanical journey through exhibition areas, thematic spaces, and expert conferences, celebrating nature as a strategic element in shaping the future of the landscape. This gathering transforms the Parma exhibition center into the autumn epicenter of international landscape redesign and design. Information: greenitaly.net

About Labirinto della Masone

The *Labirinto della Masone* is the largest bamboo maze in the world, featuring over 300,000 bamboo plants set within the Emilian plain. Born as a multifaceted project from the vision of Parma publisher Franco Maria Ricci, today it represents one of the most original interpretations of contemporary landscape: a place where the natural dimension weaves together with art and museum space, recognized as one of the region's primary cultural hubs.

About Mercanteinfiera

Now in its 45th autumn edition, *Mercanteinfiera* returns to Parma as Europe's premier event dedicated to antiques, mid-century modern design, and collectibles. Held from October 3 to 11 at Fiere di Parma, the antiques fair welcomes approximately 1,000 exhibitors, 6,000 international buyers, and over 56,000 visitors per edition. Ranging from ancient art masterpieces and rare jewelry to vintage luxury goods and 20th-century design icons, the fair creates a narrative ecosystem in which the past is continuously reinterpreted through the lens of the present.





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