

Greenitaly 2026: italian horticulture ranks among the world's top exporters, exports up 5.1% in 2025

Exports exceed €1.28 billion, with Italy confirmed as the world's third-largest exporter in the sector over the 2023–2025 period. Against this backdrop, Greenitaly returns for the second edition of the International Exhibition of Horticulture and Landscape, taking place from 7 to 9 October at Fiere di Parma.

Parma, 22 September 2026 – Italian horticulture continues to strengthen its presence on international markets. According to **ITA – Italian Trade Agency data processed using Trade Data Monitor**, in 2025 exports of **live trees and other plants, bulbs, roots and similar products, cut flowers and ornamental foliage** reached **€1.286 billion**, up **5.11% compared with 2024**, when exports stood at around **€1.223 billion**.

This growth further consolidates Italy's international position: in 2025, the country confirmed its place as the **world's third-largest exporter by value**, behind the Netherlands, the leading European and global hub for horticultural trade, and Colombia. Italy's share of global exports also increased, from **4.76% in 2024 to 4.87% in 2025**.

Italy's performance on international markets is driven primarily by its main European trading partners. In 2025, **France** remained the leading destination for Italian exports, worth approximately **€264.5 million**, followed by the **Netherlands**, at **€212.8 million**, and **Germany**, at **€190.6 million**. Together, these three markets account for more than half of Italian exports in the sector, confirming the strong position of Italian horticulture across Europe's key markets.

The context surrounding Greenitaly 2026 is also marked by an important regulatory development for the sector. **Legislative Decree No. 151 of 30 July 2026¹**, published on 12 August and effective from 27 August, introduces a comprehensive framework for the industry, covering the cultivation, promotion, marketing and enhancement of horticultural products. This development helps shape a new environment for businesses and makes the debate around competitiveness, markets and growth even more relevant.

¹ Source: Gazzetta Ufficiale

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Against this backdrop, **Greenitaly – International Exhibition of Horticulture and Landscape** returns to **Fiere di Parma from 7 to 9 October 2026**, with a second edition designed to connect Italian production, landscape design, distribution, green-space management and public- and private-sector clients with an increasingly international professional market.

International operators expected in Parma will come from a wide range of **European and non-European countries**, spanning the main European markets as well as the Middle East, North Africa, Central Asia and the United States. Alongside France, Germany, the Netherlands, Spain and the United Kingdom, represented countries will include the United Arab Emirates, Saudi Arabia, Qatar, Bahrain, the United States, Kazakhstan, Uzbekistan, Egypt and Morocco. **Around 200 international buyers have registered**, in addition to **Italian buyers**. This participation confirms Greenitaly's ability to attract qualified professional demand and create concrete networking and business opportunities between Italian horticulture companies and operators from both domestic and international markets.

The profile of registered participants also reflects the diversity of professional demand represented at the exhibition. **42.94%** work in **landscape design**, **14.69%** in **garden centres** and **8.47%** in plant importing and distribution. Operators involved in green-space maintenance account for **3.95%**, while **1.69%** come from Public Administrations. The remaining participants include plant producers, real-estate professionals and other profiles connected to the sector.

On the exhibition side, **Greenitaly 2026** will bring together leading horticulture companies representing the different segments of the sector and regions across Italy. Among Italian exhibitors, **54.5%** come from **Northern Italy**, **36.4%** from **Central Italy** and **9.1%** from **Southern Italy and the Islands**. Particularly significant is the participation of companies from the Pistoia and Valdinievole nursery-growing district, which account for approximately **24% of the Italian companies** taking part.

Some of the most representative nursery companies include **Giorgio Tesi, Romiti, Aumenta, Margheriti, Acciarri, De Laurentiis, Nord, Piante Bartolini** and **Rose Barni**, together with the **Plantaregina – Distretto Vivaistico Consortium** and **Coplant**. The participation of **Equa, Fabris, Pierucci Agricoltura, Men at Worx, Pelizzari** and **Rama – Verdemax Division** broadens the exhibition offering to include landscape design, pots and growing media, as well as machinery and equipment. International exhibitors will also include French company **Hortival Diffusion**, specialising in ornamental plants, trees, shrubs and fruit plants.

A programme of meetings and conferences taking place throughout the three-day event will further strengthen Greenitaly's role as a key reference point for the sector. Among the topics addressed will be the role of public investment in the protection and enhancement of urban green spaces. Italy's

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National Recovery and Resilience Plan (PNRR) allocated a total of **€210 million** to the **“Protection and enhancement of urban and peri-urban green areas”** programme and, in the final quarter of 2024, the target of planting more than **4.6 million trees and shrubs** was achieved through **93 funded projects**.

The event will also feature initiatives dedicated to innovation and green culture. The **Greenitaly 2026 Award** ceremony will recognise the best new products and innovations presented by exhibitors, while the winner of the **“The Garden Through the Four Seasons”** photography competition, dedicated to the memory of **Dario Fusaro**, will also be announced.

The programme will explore the transformations reshaping the relationship between green spaces, cities and the wider territory: from the **future of the urban landscape to research and innovation across the sector**, as well as **forestation, the role of nature in urban planning, and policies for the management and enhancement of public green assets**.

The debate will also feature leading figures from the academic, scientific and professional communities, including **Marco Devecchi**, President of the Accademia di Agricoltura di Torino, and **Francesco Ferrini**, President of the Pistoia Rural Nursery and Ornamental District and Full Professor of Arboriculture at the University of Florence. Ferrini will take part in the conference organised by **CREA – Research Centre for Vegetable Crops and Horticulture**, focusing on innovation and scientific research applied to the sector. He has also chosen *Greenitaly* as the setting for the presentation of his book on urban arboriculture.

Discussions will extend to some of the most pressing challenges facing businesses, designers and public authorities, including the mitigation of the **effects of climate change, phytosanitary safety for ornamental plants, the management of water, soil and forests, and the economic and social assessment of ecosystem services generated by green infrastructure**. The programme will also focus on training and on developing the skills required to support sustainability, digitalisation and innovation within agricultural and horticulture businesses.

Several events will also be **recognised for continuing professional development credits by the main professional bodies**.

“Greenitaly aims to establish itself as an international reference point capable of connecting the excellence of Italian horticulture with the world’s leading markets,” says **Gloria Oppici, Brand Manager of Greenitaly, Fiere di Parma**. *“The presence of European and non-European buyers and operators, together with an exhibition offering that represents the different segments of the supply*

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chain, confirms the international vocation of the exhibition. This is complemented by a programme of meetings focusing on the issues that are transforming the sector, from innovation and sustainability to the design and management of green spaces. Greenitaly aims to be the place where businesses, professionals and institutions can build relationships, develop new business opportunities and work together to shape the future of horticulture.”

The second edition of **Greenitaly – International Exhibition for Horticulture and Landscape** will take place from **7 to 9 October 2026 at Fiere di Parma**, in conjunction with **Mercanteinfiera**.

About Greenitaly

From 7 to 9 October 2026, taking place in conjunction with Mercanteinfiera Autumn, Greenitaly – International Exhibition for Horticulture and Landscape comes to Parma. Greenitaly is much more than an industry event: it is a scientific and cultural hub dedicated to greenery in all its forms, where excellence in horticulture meets architecture, research and outdoor design. Inside the PalaVerdi venue, visitors will follow a botanical journey through exhibition spaces, themed areas and conferences featuring industry experts. The event celebrates nature as a strategic element in shaping the future of the landscape. This meeting of ideas and expertise transforms the Parma exhibition centre into an autumn focal point for landscape regeneration and international landscape design. Info: greenitaly.net

About Labirinto della Masone

Labirinto

della

Masone

Labirinto della Masone is the largest maze of its kind in the world, with more than 300,000 bamboo plants set in the countryside of Emilia. Conceived as a multifaceted project by Parma-born publisher Franco Maria Ricci, it is today one of the most original interpretations of the contemporary landscape: a place where nature intertwines with art and museum culture, and a space for discovery recognised as one of the area's leading cultural destinations.

About Mercanteinfiera

Mercanteinfiera Autunno 2026

Now in its 45th autumn edition, **Mercanteinfiera** returns to Parma as Europe's leading event dedicated to antiques, modern antiques and collecting. **From 3 to 11 October at Fiere di Parma**, the antiques fair welcomes around 1,000 exhibitors, 6,000 international buyers and more than 56,000 visitors at each edition. From masterpieces of ancient art and rare jewellery to vintage luxury goods and icons of 20th-century design, the fair creates a rich narrative ecosystem in which the past is continually reinterpreted through the lens of the present.

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