

Second edition of Greenitaly 2026 closes at PalaVerdi: innovation and resilience take center stage in discussions on the future of horticulture

The second edition of the International Exhibition of Horticulture and Landscape draws to a close at Fiere di Parma after three days of meetings among businesses, buyers, landscape architects, professionals, and institutions.

Parma, October 2026 – Greenitaly 2026, the second edition of the International Exhibition of Horticulture and Landscape, has concluded at **Fiere di Parma**. Over the course of three days, the event brought together businesses, buyers, landscape architects, professionals, associations, and institutions, consolidating its role as a key meeting point and networking hub for the sector.

The 2026 edition confirms both the fair's ability to attract a highly qualified professional audience and its international scope. This is demonstrated by the demographic breakdown of visitors coming from over **36 countries**, alongside a strong presence of **international buyers 58% from Europe and 42% from the rest of the world**.

Among the horticultural highlights showcased during Greenitaly 2026 were the **espalier-trained holm oaks by Vivaio Aumenta**, used as living green walls to define spaces and ensure privacy, features in high demand in the Belgian and Dutch markets, and the **succulents and cacti by Giorgio Tesi Group**, which is experiencing growing demand in non-traditional markets for these types of plants.

The three days were enriched by an extensive conference program. Among the key highlights, a seminar hosted by **ANVE Associazione Nazionale Vivaisti Esportatori** (National Association of Nursery Stock Exporters) and **AIPP Associazione italiana per la protezione delle piante** (Italian Association for Plant Protection) provided insights into phytosanitary safety. The event introduced new Guidelines for Risk Management Plans and offered practical self-monitoring tools in collaboration with experts from regional Phytosanitary Services and professional associations. Considerable space was also devoted to various training initiatives led by **Cisita Parma - Talent Academy and ANVE Lab**, who hosted several panels focused on education. Discussions centered on landscape culture, soil care, territorial regeneration, industrial symbiosis, and urban horticulture in support of the ecological transition.

The event also hosted the **Greenitaly 2026 Awards ceremony**, where a jury of industry experts announced the winners across various categories dedicated to the most sustainable and resilient

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International Exhibition of Horticulture and Landscape
OCTOBER 7-9 OTTOBRE 2026

solutions for landscape design and management. Among the award-winning innovations, **Rose Barni** won the prize for pest-resistant ornamental plants with its '*Firenze*' rose, a reblooming variety featuring a soft habit and velvety red color. In the low-water-requirement hardy trees and shrubs category, first prize was awarded to **Vivai Nord** for its compact *hybrid Chitalpa 'El Niño®'*, which is exceptionally tolerant to drought and cold temperatures down to -20 °C. **Romiti Vivai** received a special mention for its collection of high-yield, climate-resilient *Feijoa varieties*. For energy and water reduction, **Bignotti Green Biotechnology** was recognized for its '*Popillia*' biostimulant, suitable for organic farming and residue-free. In the machinery and innovative technology sector, the award went to **R3GIS** srl for its *Green Spaces Ecosystem Services Calculator*, a hardware and software system capable of calculating the economic value of ecosystem services provided by green areas. Lastly, in the site furnishings category, **Bio Soil Expert** took home the prize for its modular, self-assembling green wall, alongside a special mention for Sia-mpl srl for its artistic room-divider wall made from natural materials. A Special Jury Mention was also awarded to the **Appennino Tosco-Emiliano National Park Authority** for its forest promotion initiative linked to the sale of carbon credits.

The high quality of the products, the carefully curated selection, and the presence of open-minded, qualified professionals were highlighted during a conversation with **Elena Secondo, Head of Floral and Botanical Displays at the Palace of Versailles**. She emphasized the exceptional quality and diversity of plants and nurseries at Greenitaly while drawing attention to the growing focus on climate change challenges, a particularly pressing issue in Italy that is reflected in the research and selection of plant species increasingly resistant to high summer temperatures.

Mamoon Alhourani from Sea Harvest in the Middle East noted that the first edition of Greenitaly sparked commercial collaborations with several Italian companies, leading to the import of plants for landscaping projects in his region. Particular interest is directed toward selecting species capable of adapting to the extreme temperatures of Saudi Arabia. One notable example includes the importation of ancient ornamental olive trees from Italy for a major landscaping project. The positive experience and high organizational standard confirm his interest in attending future editions of the fair.

Climate change was a key topic throughout this edition, with many exhibitors highlighting the need to pay greater attention to species and solutions capable of adapting to increasingly extreme weather conditions. Numerous participating companies are shifting their offerings toward plants more resistant to heat and drought, hardy low-water varieties, fast-draining soils and substrates, and technologies designed for more efficient resource management. This evolution spans nursery production, landscape design, and urban green space management.

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«Greenitaly aims above all to be a relational hub for the industry,» stated **Gloria Oppici, Brand Manager of Greenitaly at Fiere di Parma**. «Over these three days, we have seen businesses, buyers, designers, local authorities, and professionals come together to discuss not only business opportunities, but also emerging trends in green space design. This ability to foster connections is the added value we intend to build upon in future editions.»

While the second edition comes to a close, work is already underway for October 2027.

About Greenitaly

From 7 to 9 October 2026, taking place in conjunction with Mercatinfiera 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.

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