

## FIERA DI GENOVA S.P.A.



*"For having created an event in 1966 "Euroflora", able to surprise with flowers and plants, so that today it is the most visited international flower show in Europe. For having specialized it over time, becoming a great instrument for promoting floriculture, involving the most important nurseries for inside and outside plants and having also sensitized the government to realize green spaces in the city. For having been able to transmit through the rediscovery of the flower and the plant as a habit of life, a message of respect for the nature to a vast public."*

Now in its 10th edition, Euroflora revealed an evolutionary leap in the care and culture of the green. The show, which since 1966 is held every five years in Italy in Genoa with the recognition of Aiph - the International Association of Horticultural Producers and Aif - the International Association of Florieles, is the exposition of the circuit of European Floralties most significant in size and quality, with very promising perspectives for the special edition of 2015, coinciding with the Milan Expo.

The excellent productions that has always characterized the event, received a new impetus both in terms of content both in design and construction, that the visitors, more receptive and aware, have been shown to be able to fully appreciate. It 's the result of a sensitivity and a growing awareness of the public including young people, more and more attentive to issues of biodiversity and eco-sustainability and ready to seize those motivating forces, representing them in everyday life.

In addition to the large collective, Euroflora 2011 saw the participation of important individual nurseries bringing to nineteen the number of Italian regions represented, almost all of the peninsula, and the significant presence of sixteen foreign countries from five continents. It 'a sign of a strong representation that has been emphasized from the accession of President Giorgio Napolitano with the conferment of the plate of the Presidency of the Republic.

The innovation given by the organizers enhance the business component, in cooperation with the Institute for Foreign Trade, the Region of Liguria with Liguria International and the Special Company of the International Chamber of Commerce of Savona, missions and operators from ten nations that were involved in customized B2B meetings and visits. Genoa was an opportunity to take a general view of the situation of the floriculture industry in Italy, even if in a still weak situation, was able to capture in 2010 the motivating forces from the international requests, successfully playing the card of export and registering a +9% over 2009. Euroflora was experienced by workers and trade associations such as the natural meeting place to discuss the prospects of the sector and deal directly in production through the competitions, five hundreds between aesthetic and technical, judged by two hundred fifty-five international experts that evaluated with punctuality and responsibility the work of competitors.

[www.euroflora2011.it](http://www.euroflora2011.it)