



## **FIERAGRICOLA (3-6 FEBRUARY) WELCOMES A NEW START-UP: GREEN SPACES EXPO THE NEW NURSERY AND LANDSCAPE VERONAFIERE EXHIBITION DEDICATED TO**

The first edition of **Greenspacesexpo - Build Gardens, Urban Green, and Landscapes**, the new Salon organized by Veronafiery dedicated to **nurseries** and **landscape** with the aim of affirming the great quality of the Made in Italy in the field of green, will be held in conjunction with the 112<sup>a</sup> Edition of Fieragricola, primary sector event scheduled in Verona **from Wednesday 3 to Saturday 6 February 2016**.

*"Greenspacesexpo,"* explains the **CEO & Director General of Veronafiery, Giovanni Mantovani**, *"gathers the needs of this sector to help confirm its high quality leadership in the landscape and plant nursery sector, where Italy boasts more than 100,000 employees and an area of more than 28,000 hectares, if we also include flower growing."*

*"The event,"* Mantovani adds, *"not only targets nursery-producers but also agronomists, universities, landscape and green space architects, gardeners and other operators in the sector, with the aim of reviving a field whole in overall terms more than 2.5 billion euros (source: ISMEA, 2014, total for plant and flower nurseries)."*

Conjunction with Fieragricola sets Greenspacesexpo inside an exhibition dedicated to the primary sector in a crossways manner, where nurseries are viewed as a branch of agriculture. In some cases, for example, nurseries are one of the guidelines of agricultural businesses.

The event will cover various nursery, landscape and gardening product trade areas, as well as embrace professional applications, street furniture and lighting, professional and hobby equipment, eco-friendly mobility, outdoor products and components, personal protection products and components, plant cultivation products, garden decoration products, services, institutions, publishing, computing, structures and components for cultivation and safeguarding the environment, as well as decorative, sports, public and private green spaces.

Green production, sector professionals and analysts, as well as managers of green spaces in Public Administrations will all be invited to take part. In fact, cities will be the focal point for the lives of the world's people - since it is estimated that 70% of the world's population will live in urban settings by 2030 (source: Prof. Andrea Segré, *"Vivere a spreco zero" - "Zero Waste Lifestyle"*).

Greenspacesexpo is located in **Hall 3** at Veronafiery and is organised by Veronafiery itself in collaboration with Lambo Co. set up by **Maurizio Laponi**, former President of the European Nursery Association (Ena), the European organisation belonging to Copa-Cogeca that represents 1500 companies in 18 countries: Italy, Switzerland, Russia, Portugal, Spain, France, Ireland, Great Britain, Sweden, Norway, Finland, Denmark, The Netherlands, Belgium, Germany, Poland, Hungary, Bulgaria.

*"Plants,"* says Laponi, *"are not only decorative but also improve health and the ecology. Italy – with flower-growing exports worth 660 million euros (including about 412 millions in the plant segment), stands out for its very high product quality."*

The geography of nurseries in Italy highlights the country's strong vocation thanks to varied soil and climate. There are eight main production districts in Italy: Pistoia (the nursery capital of Europe, with more than 1500 producers surveyed), Albenga (aromatic plants), Canneto sull'Oglio (Mantua) (deciduous trees), Ascoli Piceno (*Laurus nobilis* and oleanders), Lago Maggiore (rhododendrons, camellias, pieris), Saonara (Padua) (decorative fruit-bearing plants), Latina (Mediterranean plants, privet, camellias, pittosporum) and Sicily (decorative citrus plants and palm trees).



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