

SALONE INTERNAZIONALE  
FLOROVIVAISMO  
ARCHITETTURA DEL PAESAGGIO  
E INFRASTRUTTURE VERDI

**FLOR  
MART**

INTERNATIONAL EXHIBITION  
OF HORTICULTURE  
LANDSCAPE ARCHITECTURE  
AND GREEN INFRASTRUCTURES

[WWW.FLODMART.IT](http://WWW.FLODMART.IT)

Padova, April, 4<sup>th</sup> 2018

F.a.o  
Mr. Tim Edwards  
President  
ENA – European Nurserystock Association  
Denen 157, 9080 Lochristi (Belgium) EU

Mr. Josep M. Pagès  
Secretary General  
ENA – European Nurserystock Association  
Denen 157, 9080 Lochristi (Belgium) EU

**Re: Flormart, International Exhibition of horticulture, Landscape architecture and Green infrastructures, 19-21 September 2018 Padova Exhibition Center.**

Dear President Edwards and Mr. Pagès,

**Flormart, International Exhibition of horticulture, Landscape architecture and Green infrastructures**, will take place in Padova, on **19-21 September 2018** and will feature ornamental horticultural exhibitors from Italy and around the world. **Flormart 2018 is enriched with new proposals** thanks to the **positive results obtained in the 2017 edition**: 330 exhibitors, 60% more than in the previous edition, 54 foreign companies from 18 countries and 72 foreign buyers from 22 European and extra-European countries.

**Our mission is to support the horticultural industry enhancing quality, sustainability and innovation in companies.** We work on a continuative project of promotion of the sector all year long. The 2018 exhibition project develops on 4 lines, promotion, market, requalification, innovation and will present in dedicated halls the best proposal of the entire horticultural supply chain, which recognizes itself in the event from generations.

**All the 2018 news:**

- **Horticultural production:** halls 1-3 4-5A – 5B will be dedicated to the horticultural production; each hall will develop a special focus: product and process quality, forest nursery and plant health, import export and biodiversity conservation;
- **Green Cities Hall:** as agreed with you, hall n. 11 will be focused on the presentation of technologies and systems for green infrastructures in cities. **A special conference area will be organized to host the GREEN CITY Conference of AIPH on September 19**, the not to be missed event on urban green management, and discussion on AIPH international Green Cities guidelines. Pavilion 11 will also host the important **International Ecotechgreen Forum**, a reference event for experts in green technologies.
- **Technology:** Hall 15 will be dedicated to the presentation of technical products, mechanization, and innovative technologies for the horticultural supply chain;

**PADOVA  
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- **Flormart Smart farming:** the show promotes innovation in the horticultural industry by presenting the most innovative practices and technologies applied to the world of agriculture and nursery gardening. This special show area is organized together with Padova Int. University;
- **Institutions and governance:** plans and programs for natural heritage conservation will find space in the different halls together with companies for a constructive matching between the public system and the market with "GPP LAB" the first national platform in Italy dedicated to the horticultural sector.

**In consideration of the positive experience of cooperation made last year with ENA and ANVE, and in relation to the decision of AIPH to approve Flormart 2018 as D category International Horticultural Trade Fair in Italy, we are even more determined to improve the internationalization of the event developing together with ENA business networking opportunities at an international scale.**

Our proposal is to improve the participation of ENA associations and companies, with a **special participation proposal which provides as in the 2017 edition for the realization of collective areas** divided by country of origin. The set up of international areas will be proposed according to the number of companies which will attend the exhibition.

Looking forward to a future and successful collaboration, do not hesitate to contact us for additional information:

Organization Secretariat: tel. +39(0)49.840516/451/265 email: [cristiana.bertero@padovafiery.it](mailto:cristiana.bertero@padovafiery.it), [annapaola.mercante@padovafiery.it](mailto:annapaola.mercante@padovafiery.it), [giulia.franzato@padovafiery.it](mailto:giulia.franzato@padovafiery.it)).

Best regards,

A handwritten signature in black ink, appearing to read "Luca Griggio".

Luca Griggio  
CEO  
Geo Spa

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Att. n.1

**Re: Participation proposal at "FLORMART, International Exhibition on Horticulture, Landscape Architecture and Green Infrastructures, september, 19/21, 2018", Padova exhibition fairgrounds.**

Exhibiting spaces will be prepared with **collective areas** with a central arena as welcome point for the association delegates which can be used as networking space for companies and clients. The standard proposal provides for participation of n. 8 stands of 14 sqm each for companies to be placed all around the central meeting area. If exhibitors will be more than 8 per country we will provide for an update of the set up of the stand. The set-up and concept of international areas will be proposed according to the number of companies which will attend the exhibition.

**Flormart 2018 will give to ENA Associations the following participation services:**

- Publication of the logo of the association in Flormart 2018 website [www.flormart.it](http://www.flormart.it);
- joint press release for the presentation of ENA participation and member organizations to Flormart exhibition;
- Promotion of the Association activities in Flormart Press centre during the initiative, and promotion of associations press releases;
- joint promotion on social networks;
- advertising page on Flormart catalogue one per association;
- institutional exhibiting area of 56 sqm. free for the Association;

**Flormart 2018 will give to companies belonging to ENA Associations the following participation services:**

Services to be paid:

- **Admission fee (assurance included) - € 350,00**
- **Exhibiting space already set up – € 30,00/sqm. the minimum space is 14 sqm.**
- Graphics
- All the detailed prices for additional services are printed in the official application form.

Free services:

- Publication of the name / logo of companies in Flormart 2018 website [www.flormart.it](http://www.flormart.it);
- **participation to Flormart b2b meetings with Italian companies;**
- promotion of companies press releases in the press centre during the exhibition;
- Publication of company profile in the catalogue;
- Wifi;
- 5 exhibitor badge per company;
- N. 1 park.

**Detail of services included in the “Collective formula”:** the layout of collective areas will be managed according to the number of exhibitors who will attend the exhibition. This is an example for a 150 sqm. area composed by 56 sqm. for the association, and exhibiting stands of 14 sqm. each.

Description	unit	quantity
<b>Central Arena/ Insitutional space for the association – free of charge</b>		
<b>Structure and electric plant</b>		
Insitutional space of 56 sqm. gray with green carpet	mq	56
lights for central arena	nr	10
Electrical connection + 10 kw	nr	1
power strip	nr	2
<b>Forniture</b>		
Table for conferences	nr	1
Gray Chairs	nr	20
basket	nr	2
coat rack	nr	2
<b>Graphics</b>		
Graphics printed on tissue h 100 cm (association and company logo)	mq	18,86
<b>Exhibitors areas per 14 sqm. to be payed 30€/sqm.</b>		
green carpet	mq	14 sqm.
Electrical connection + 1 kw	nr	1
power strip	nr	1
<b>Forniture</b>		
Counter	nr	1
stool	nr	1
chair	nr	3
table	nr	1
basket	nr	1



Luca Griggio  
CEO