



euroFlora 2025

13th Flower and Plant International Exhibition

Organized by



PORTO ANTICO DI GENOVA

Approved by



AIPH

Institutional Partners:



REGIONE LIGURIA



COMUNE DI GENOVA



GENOVA



Camera di Commercio Genova

Under patronage of:



MINISTERO DELL'AGRICOLTURA DELLA PASTORALE E DELLE FORESTE



ASSOCIAZIONE NAZIONALE ESPOSITORI

In collaboration with:



MINISTERO DEGLI AFFARI ESTERI

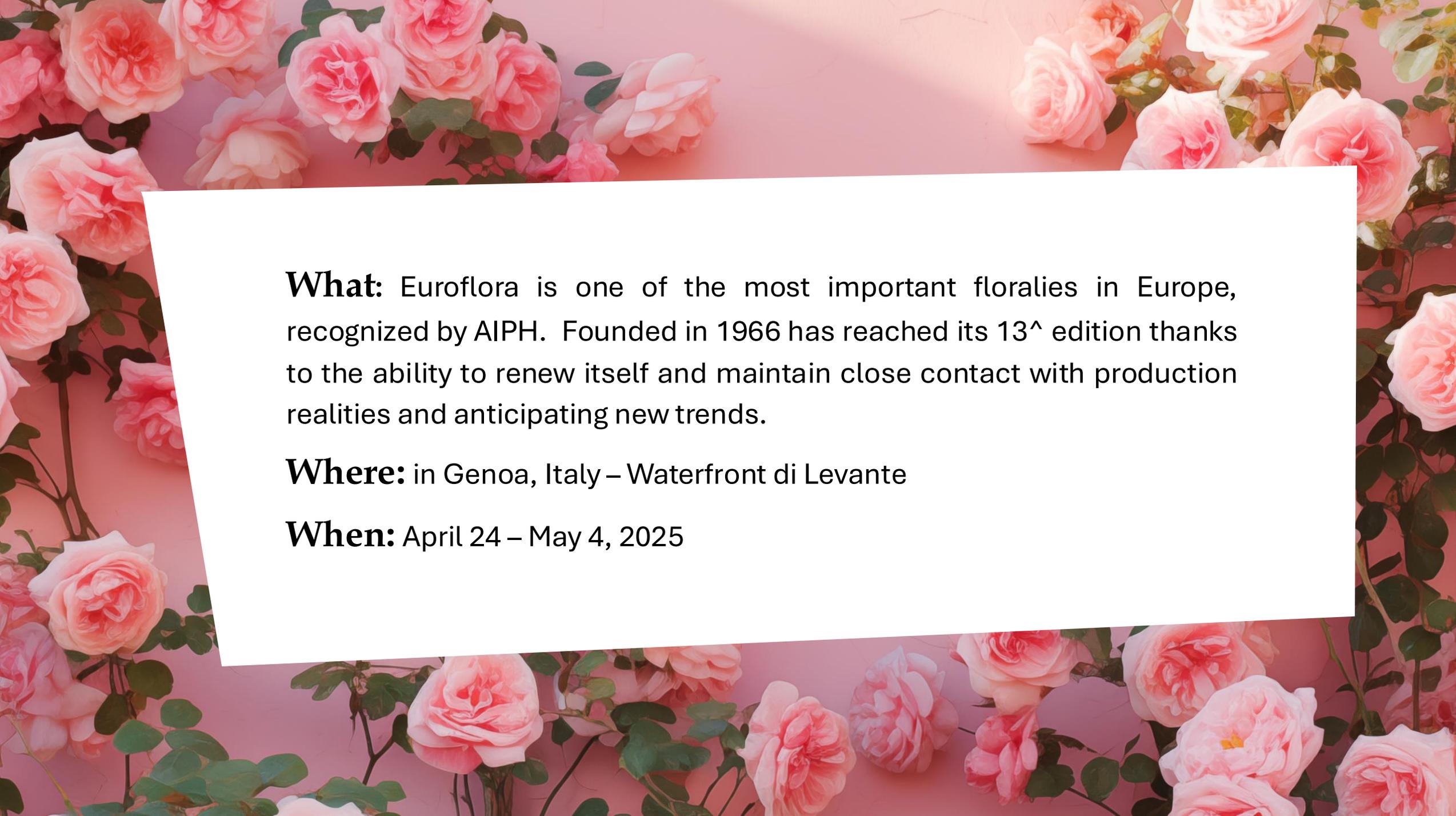


ITALIAN TASTE

Twinned with:



Comité Florales

A background of numerous pink roses with green leaves, arranged in a dense, overlapping pattern. The roses are in various stages of bloom, with some showing deep pink centers and lighter pink outer petals. The overall color palette is soft and romantic, with a light pink background behind the flowers.

What: Euroflora is one of the most important floralies in Europe, recognized by AIPH. Founded in 1966 has reached its 13[^] edition thanks to the ability to renew itself and maintain close contact with production realities and anticipating new trends.

Where: in Genoa, Italy – Waterfront di Levante

When: April 24 – May 4, 2025

The Organization

The event is organized by **Porto Antico di Genova SpA** and promoted by the **Municipality of Genoa**, in collaboration with the **Liguria Region** and the **Genoa Chamber of Commerce**.

The event is also strategically supported by the **Italian Ministries of Agriculture and Tourism**, **Italian Trade Agency**, **Representation Office of the European Commission in Italy** and by **trade associations**.

The new exhibition site

Waterfront di Levante in Genoa is one of the most interesting examples of urban regeneration in Italy. Within the new areas - built according to eco-sustainable construction criteria with Leed Gold and NZEB (Nearly Zero Emission Building) certifications - the presence of large green areas.

A seafront urban park of 30,000 square meters will be created and used for the first time on occasion of Euroflora.

The exhibition surface is more than **85,000 square meters**.



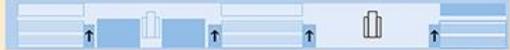


The areas



euroFlora 2025

BLUE PAVILION - COVERED TERRACE



BLUE PAVILION - FIRST FLOOR

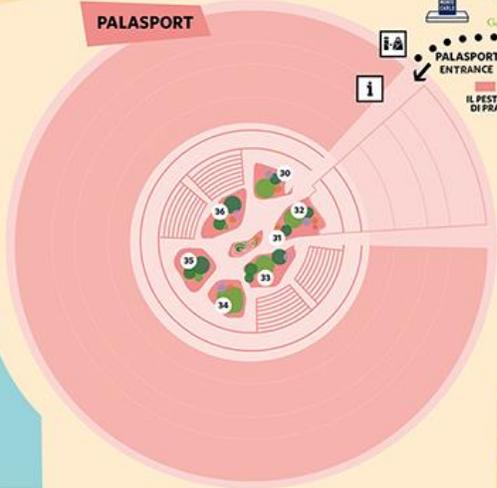


BLUE PAVILION - MEZZANINE



BLUE PAVILION - GROUND FLOOR

PALASPORT



KENNEDY PARK



FLOATING GARDENS

MARINA AREA

ENTRANCE

TICKET OFFICE

EXIT ROUTE

Legenda:

- EXIT
- 118
- Infopoint&merchandising
- Guided tours
- Merchandising
- Refreshment area
- Toilette
- First aid
- Service for disabele people
- 118 Security
- Tourist infopoint (REGIONE LIGURIA, COMUNE DI GENOVA, CAMERA DI COMMERCIO DI GENOVA)

Organizzata da:

PORTO ANTICO DI GENOVA

The entrance - Kennedy Park

The large square facing the sea, destined to become a large city park, hosted some of the most important **regional group exhibitions**, the exhibition space of the **Ministry of Agriculture** as well as the **twelve installations** competing for the Ars Urbana landscape architecture prize. Some of the most important Italian nurseries also embellish the area.

The general fittings of the area including the large **Mirador** set up by ANVE – Italian Nurserystock Exporters Association, the **panoramic pergola** and the **arena** were made of wood.



The size and shape of the renovated Palasport have allowed an installation that has made the most of the circularity of the spaces and highlighted the use of **sustainable materials**.

A large and sinuous scenography composed of recycled and recyclable cardboard cylinders was created as backdrop to the historical participation of the **Municipality of Genoa**.

The Palasport



The Marina

The tensile structure of over **nine thousand square meters** was the stage for presentations from foreign countries, numerous municipalities in the Liguria region and parks including the Cinque Terre National Park.

Adding color to the marina area is one of the **great origami** that have characterized Euroflora 2025.

The route in the square then continued on a sequence of floating piers overlooked by **three garden islands**.



The large pavilion designed by Jean Nouvel hosted on the ground floor some of the most scenographic presentations of great botanical value. Among these, we mention the **large Jubaea of Florida**, the **collections of carnivorous** and **succulent plants** as well as the **acidophilic** and **typical species of Italian woods**.

The upper floor was characterized by **great interactivity between the magnificent displays of cut flowers and floral arrangements**, the lessons of the Bonsaist master **Naoki Maeoka** and the best Italian and foreign florist masters took place.

Greeting visitors was the Green Market, the large sales area with plants, garden furniture and gardening equipment which was a great success among the public who appreciated its richness and variety

The Blue Pavilion





2025

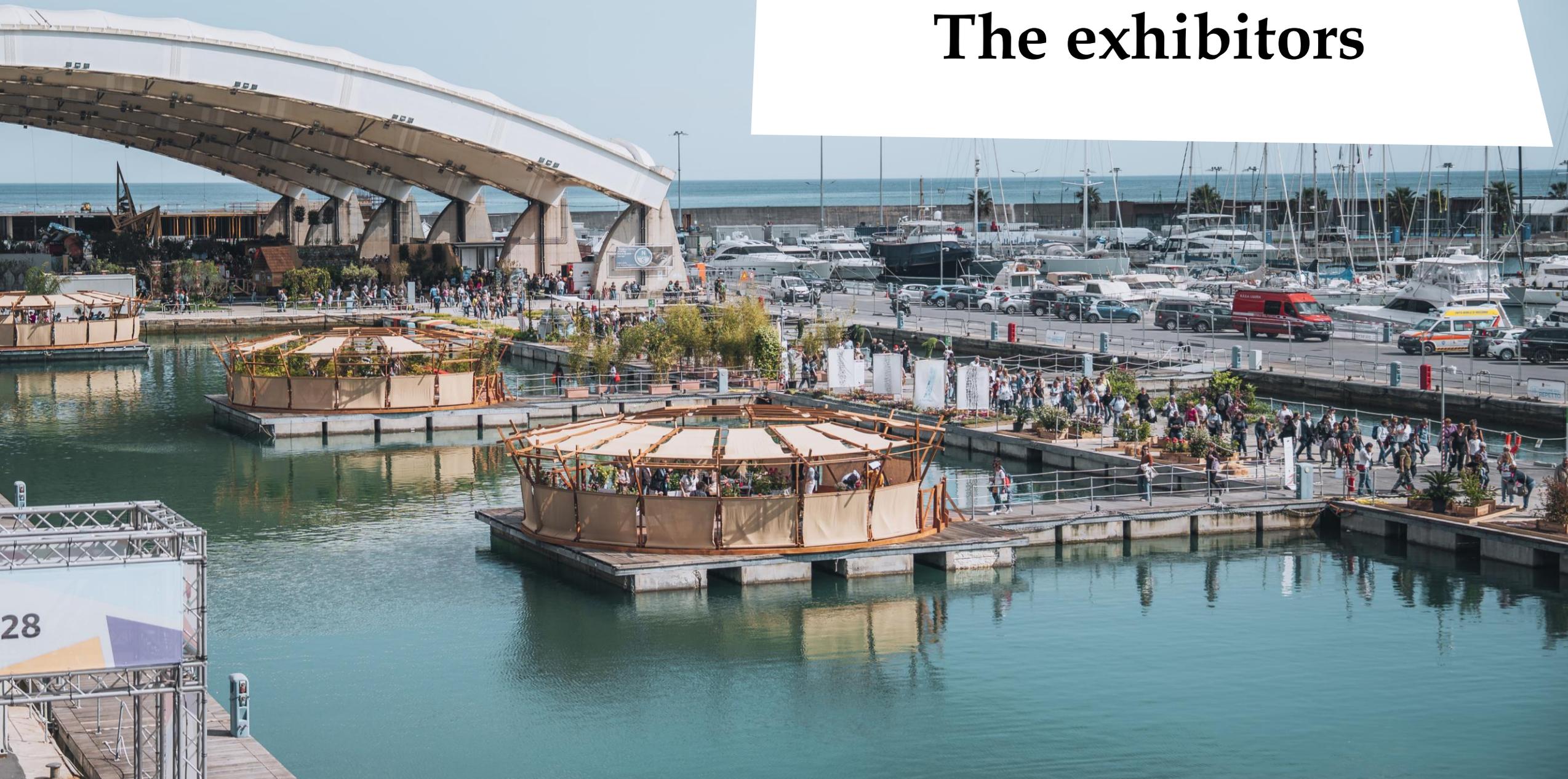
The Arenas

The **four open-air theatres**, the arenas of Euroflora 2025, were one of the novelties of this edition.

150 events were scheduled, including meetings with experts and opinion leaders, presentations of research and technical studies, alternating with musical events and meetings with writers and personalities from the world of entertainment.



The exhibitors



The Exhibitors

The exhibitors were: national organizations of flower growers and nurseries, group exhibitors representing regions, provinces, and chambers of commerce, flower arrangers, commercial flower growers and nurseries, public and private boards, parks and gardens maintenance services, botanic institutes and gardens, landscape architects, floriculture and gardening schools, universities, research Institutes and start-up.

Overall satisfaction with the event was good, 3.7 out of 5
Satisfaction with their own participation was higher, 4.1 out of 5
Intention to participate in future edition 72.5 %

154 garden spaces set up along the **4-kilometer exhibition route**, entirely overlooking the sea.

In addition to the participation of the best made in Italy of the sector, Euroflora 2025 dedicates important spaces to landscape design with a section of 12 projects selected through a competition.

Foreign participation from **France, Monaco, Netherland, USA, China, the return of Thailand**. With the availability of large indoor spaces, there is also an increase in areas dedicated to floral arrangements, cut flowers, bonsai and indoor plants.

400 exhibitors

154 garden spaces

12 landscaping projects
in competition

Participations from
France, Monaco,
Netherland, Usa,
China, Thailand

Key points



Supporting the horticulture economy and an authentic Green Culture

This edition supported the industry, counting on important partnerships including **the Italian Trade and Investment Agency**, which financed an incoming cycle of buyers, more than 80, from various markets around the world to Genoa. Monday 28 April was preferential for business operators.

Conferences and technical studies carried out by the main sector and professional associations accompanied the duration of the event, together with workshops, meetings with some of the most qualified and well-known divulgators on the subject of environment, Urban regeneration and sustainable development.

Competitions and Juries

Like every year form 1966, during **Euroflora 2025** there were **competitions** for all exhibitors to reward the best Italian and foreign participants.

They were **254**, divided into honour, design and technical competitions. The prize pool is over **150** thousand euro.

The juries are composed of **110** members. A scientific committee was composed of seven highly-regarded experts in the field.

The former, especially for foreign countries and regions, rewarded individual or collective presentations displayed in the various exhibition areas.



A step towards sustainability

Euroflora 2025 was committed to **reducing the use of plastics** and **plastic-derived materials** in installations and restaurants as much as possible, as well as to using **FCP paper** for promotional materials and leveraging digital communication channels.

In the future the goal is to obtain ISO 20121, the standard certification for sustainable events.

The organizers has confirmed the winning choice made in the last editions:

- use of public transport to reach the event, train and bus
- use of recycled and recyclable materials for general setups, and separate waste collection from setup to dismantling phases.

Innovation and research

Euroflora 2025 was a premier showcase of horticultural innovation and technology.

Visitors experienced the **future of agricultural innovation** firsthand in a captivating exhibition that merged technology, nature and design.



Innovation and research – Space V

Functional prototype for a space greenhouse, presented by Franco Malerba, the first Italian astronaut.

Designed to the dimensions of a technical cabinet within the International Space Station, **the prototype is a precursor to a space-qualified unit that will be launched into orbit and validated as a payload, paving the way for food production aboard future space platform.**

Innovation and research – IIT

The **Italian Institute of Technology (IIT)** has presented innovative technologies focused on sustainability, the circular economy, and smart agriculture, including:

- A remotely controlled robot for precision vineyard pruning, capable of making selective cuts based on expert agronomic rules.
- Solutions for recovering and reusing plant-based waste to replace plastics in single-use items like packaging.
- New materials for water purification and desalination, offering low-cost options to address global freshwater scarcity.
- Research on natural extracts to counteract oxidative stress, with potential applications in inflammation and neurodegenerative diseases.

Innovation and research – Nemo's Garden

It's an underwater biosphere, a visionary scientific project that applies cutting-edge technology to cultivate terrestrial plants underwater. Visitors observed a full scale, above-water reproduction on the floating docks, allowing them to explore its construction and operational mechanisms.

Nemo's Garden is an underwater farm off the coast of Noli, Liguria, consisting of nine transparent domes anchored at depths of 5 to 12 meters. Inside plants like herbs, strawberries, and salads are grown using a closed-loop hydroponic system.

This protected, sustainable ecosystem generates its own fresh water through natural condensation and has non negative environmental impact, offering a tangible vision for the future in areas with limited access to fresh water and arable land.

Education and Sustainability Events Interactivity

- **Coldiretti**, in collaboration with the National Research Council (CNR), presented research highlighting the vital role of plants in fighting climate change and promoting health. The study emphasized the environmental and health benefits of plants, which act as “green lungs” by absorbing CO₂ and pollutants in both indoor and outdoor spaces. Plants improve air quality, enhance well-being and comfort, and contribute to a more pleasant, calming environment. Indoor plants are also associated with reduced stress, greater pain tolerance, and increased productivity.
- The bonsai lessons were very popular, with the five-day masterclass by Japanese master **Naoki Maeoka**.
- The floral composition workshops with the master florists of **Affi, Federfiori, The Ligurian Florists Collective**.

Events for Kids

- Activity aimed at the visit of children was conducted by teachers who daily were guides along a dedicated path indicating in Italian and English the curiosities and the most interesting aspects of the gardens.
- The workshops organized by the Biodiversity Department of Pieve Santo Stefano of the Carabinieri Forestry Corps and the Forestry Corps of the Cites Carabinieri Unit, and by Confagricoltura.
- A paper map has also been prepared for children with curiosity, but also games and little works to do at home.
- In the months leading up to the event, "La Natura si fa spazio a scuola" ("Nature makes room at school") was launched. This was a design competition for students in the final years of primary school to create green spaces within their schools.

The visitors

The event attracted 200,000 visitors.

The ticket costed 25 euros, with discounts for children and groups.

- The visitor demographic skewed mature, with an average age of **49,7** with 37.6% of attendees coming from outside the region.
- **45.4%** of visitors were attending for the **first time**
- The youngest age group showed a satisfaction rate 88.4% and likelihood of returning 88.9% significantly higher than the average, acting as spontaneous ambassadors for the event on social media
- On a scale of 1 to 5, the average rating for the overall experience was 4.1.
- 78,5% of attendees would recommend Euroflora
- 86.5% plan to attend future editions



Nature takes its space, “La natura si fa spazio”, was a concept that opened up to a whole world of interpretations.

Nature takes its space back: Genoa became the symbol of a vision, of a project for the future, in which urban habitats are designed in a more respectful and sustainable way.

Nature takes a new shape: a brand new one, dynamic and contemporary, which can be structure and content, project and emotion.

Nature becomes a new space for everyone: an open, inclusive place where everyone can dialogue - citizens, visitors and stakeholders.



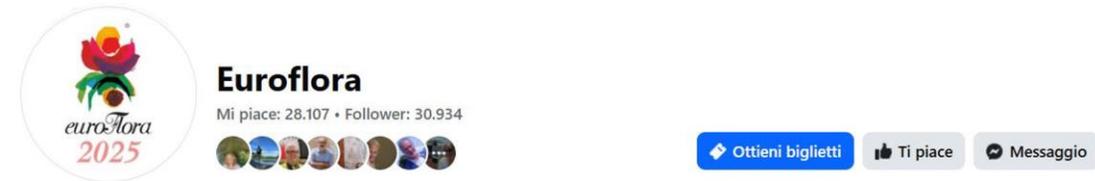
Marketing, Communication, Pr, Communication Project

Euroflora 2025 communication project has been developed to achieve the objectives and distinctive features of a major international event.

A wide-ranging promotional campaign is planned, starting in 2024 and intensifying from March to May. It includes:

- Online and visual campaigns across national and international media, with branding, customized mobility solutions, ads, editorials, influencer marketing, and Google/social media advertising.
- Radio and TV ads on both national and local channels.
- Vehicle wrapping on public transport in Genoa and Milan.
- Themed installations in major railway stations (Milan, Turin, Genoa).
- Floral displays at Genoa Airport, city squares, museums, parks, and luxury hotels.
- Large-format print and digital advertising in Genoa, Turin, and Milan.
- Distribution of brochures in over 1,000 locations across Liguria, Milan, and Turin.
- Participation in major European and Italian horticulture and tourism exhibitions.

Social media Data



Follower

Facebook 30.935
Instagram 17.100

Profile access

Facebook 78.885
Instagram 41.496

Content views

Facebook 12,5 millions
Instagram 3,1 millions

Content interactions

Facebook 28.556
Instagram 11.609

Euroflora online

Euroflora website was providing important information to the public, sell tickets and it's an exchange platform between exhibitors and organisers.

In addition to the webside, Euroflora had an important social media activity on Facebook, Instagram and Pinters.

euroflora.genova.it

