



*euroFlora*  
**2025**

**XIII INTERNATIONAL EXHIBITION  
OF THE FLOWER AND THE ORNAMENTAL PLANT**

**24TH APRIL - 4TH MAY**  
GENOA | WATERFRONT DI LEVANTE



*The excellences of floriculture  
meet in the name of art  
and sustainability*

THE MOST  
SPECTACULAR OF  
EUROPEAN FLORALIES

MORE THAN  
**6** MILLION  
VISITORS

**12**  
EDITIONS  
since 1966.

**6.500**  
COMPETITIONS  
technical, aesthetical and honor  
where flower growers, nurserymen,  
horticulturists, fruit growers and  
floral composers challenged each  
other with beauty blows.

OVER  
**7.000**  
EXHIBITORS  
from all over the world.

**THIS IS  
EUROFLORA**

The event is strategically supported by the Italian Ministry of Agriculture, Food Sovereignty and Forestry, Ministry of the Environment and Energy Security, Ministry of Tourism and by trade associations.

## *60 years of history*

A poetic journey that began in 1966.

The idea flashed to the president of Genoa International Fair, Carlo Pastorino, who, back in the mid-Sixties, bet on the future of Euroflora. Euroflora was born drawing inspiration from the most famous flower display, the Floralties of Gand.

The project was entrusted to Giuseppino Roberto, the general secretary, and thanks to the commitment of the Genoese and Ligurian flower growers, he gave life to the first edition of Euroflora, an authentic spectacle of nature. Among the illustrious visitors were Presidents of the Republic and Princes of Monaco.



# *The rebirth of Euroflora*

The 2025 edition will travel 'back to the future', returning Euroflora to its original location, now extensively renovated in both form and content. Euroflora's architectural project, designed by architect Matteo Frascini representing URGES - Gruppo Valagussa - is unprecedented in both form and substance and revolves around the idea of nature gradually reclaiming urban spaces. The exhibition will unravel as a constant dialogue with art that will engage all the senses.





Several highly symbolic elements taking inspiration from the Masters of Contemporary Art, such as the Cretto di Burri (crack of Burri) and Pollock's drip painting technique, will outline the macro layout of the display while also drawing the public's attention to contemporary issues like water scarcity, the interaction between natural and built landscapes, and the need for a simpler and more natural lifestyle. The project concept underscores the importance of soil, as the element representing Man's primordial interaction with nature, the one we stand and live upon, and the one connecting water and the sky. Its tactile qualities make it a living, pliable and amazing resource, an element that should be known and experienced through our sight and touch. Soil is a thick surface which man interacts with the meeting point between natural and artificial resources and between nature and man's activity.



WHY EXHIBIT?

# Because it is Euroflora

## *A showcase to the world*

Euroflora is one of the major international events promoting the excellence of floriculture in the world, through the exhibition of the best productions and rare specimens.

## *Business*

In the 2025 edition Euroflora will strengthen its cooperation with ICE for the incoming of buyers from various parts of Europe.

The day of Monday 28 April 2025 is preferential for professional operators, upon request of accreditation.





## Allure

Euroflora is trend-setting, thanks to the presence of personalities known not only to green enthusiasts, but coming also from the worlds of entertainment, design, culture, sport and art.

## A step towards sustainability

Euroflora 2025 aims to be certified to standard ISO 20121, the international standard for sustainable event management: from maximising separate waste collection to reducing the use of plastic and plastic-derived materials and by promoting public transport to reach the event.achieved by horticulture, and a source of pride for participating companies.



## Spotlight on

All information media are present at Euroflora: generalist press and journalists specialised in green issues and environmental sustainability. Moreover, photographers, bloggers and TV crews.



## *Euroflora competitions 2025*

Competitions have always been a fundamental part of the exhibition: being the winner is surely a source of great pride and prestige. Open to all exhibitors, are divided into honorary, design and technical competitions. In addition, there will be a special competition dedicated to designers with the realisation of 20 installations combining art and nature. The members of the jury, more than 120, are selected with the utmost transparency from among highly qualified figures in the fields of botany, agronomy, landscape design, composition and art.



## *How to participate*

In accordance with AIPH's international regulations, exhibitors are assigned exhibition areas for free as well as a given amount, depending on the occupied area, of raw materials. The project of each area is subject to the approval of the organizer and must follow the criteria specified in the regulations. The maintenance of the areas is the responsibility of the exhibitors and is the subject of a specific competition which aims to guarantee the highest quality of the exhibition for the entire duration of the exhibition.



## *The Green Market*

The Green Market (Mercato Verde) is the sector of Euroflora with paid areas, dedicated to the sale of plants, equipment and products for floriculture, nursery and gardening. In addition to outdoor furniture, the Green Market features innovative technologies and solutions. To facilitate purchases, thanks to the new layout, the Green Market is located on the upper floor of the Jean Nouvel pavilion, at the end of the exhibition route.

**mercatoverde**  
*greenmarket*



# *The regeneration of Genoa*

From 1966 to the present, Euroflora has contributed to making Genoa and the entire Liguria the undisputed homeland of floriculture, with unrivaled numbers of exhibitors, countries of origin and spectators. Following the 2018 and 2022 editions held in the Parks and Museums of Nervi, in 2025 Euroflora will be back to its original venue, the former fair and exhibition centre, which is currently undergoing extensive urban regeneration works based on a project by architect Renzo Piano.

The new Waterfront di Levante offers a wide range of spaces facing the sea, ideal to display all possible kinds of horticultural production. The 'reborn' Euroflora will welcome visitors to the new thirty-thousand-square-meter urban park, lead them to admire the spectacular cylinder inside the Palasport Pavilion, continue in the outdoor areas by the sea and then along a floating path consisting of 51 pontoons installed in the docks, and finally reach the large Jean Nouvel Pavilion.

The other Waterfront, the Old Port, has been undergoing continuous and progressive development for years and has now become a central reality of city life. The realisation of cultural initiatives, the development of fair and conference activities, the organisation of events, as well as the management of spaces in the old commercial port and in the new Waterfront di Levante, actively contribute, thanks to the management of the company Porto Antico di Genova S.p.A, to making Genoa and Liguria an increasingly interesting cultural, tourist and commercial attraction.











## *The historic logo*

The lettering and logo that have always identified Euroflora were designed by the creative artist Emanuela Tenti. The two opposing and imperfect abstract corollas, with unconventional and deliberately imperfect graphic characters, were a great success and won international competitions. The logo has also been used for the creation of medals and postage stamps.



## *International association of Horticultural Producers*

Now in its 13th edition, Euroflora is the international exhibition of plants and flowers, the only Italian event among the European floralies recognized by AIPH - International Association Horticultural Producers.



# Nature *takes its* space.

The protagonists of Euroflora 2025 are therefore the rebirth and regeneration of nature, which returns to regain possession of its spaces. The communication strategy is summarized by the concept “nature makes space”, where the aesthetic dual dimension of Euroflora meets its social role, putting the horticultural product in the foreground. The campaign aims to promote an exceptional experience that is at the same time open to everyone and will be communicated in traditional media as well as on the web and social media.





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Euroflora is a brand of



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