



Genoa, 02 May 2011

Press Release 29

With 430,000 visitors Euroflora 2011 is confirmed as the leading plant and flower show at an international level. "A satisfactory result at a time of crisis" underlines Fiera di Genova's Chairman Paolo Lombardi.

The 10th Euroflora – which was held at Genoa Fair & Exhibition Centre (Fiera di Genova) from Thursday 21 April to Sunday 1 May – was unanimously praised for the quality of its design solutions and the charm and excellence of the products on display.

The Show recorded 430,000 visitors over eleven days. Against the background of a long-lasting economic crisis which is affecting all the largest events applying the "entrance by ticket" policy, the visitor flow was excellent every day except on the Easter Saturday and Sunday - this was the first time Euroflora coincided with the Easter holidays.

Thanks to the presence of 800 exhibitors representing 19 Italian regions and 16 foreign countries and to the organisation of 500 technical and aesthetic contests and 126 events (including conferences, workshops, missions of foreign professional operators and institutions), Euroflora is thus confirmed as the largest and most qualified flower show among the European floralies, a result that suggests promising perspectives for the extraordinary 2015 edition, which will coincide with Milan's Expo.

According to Fiera di Genova's Chairman, Paolo Lombardi, and Managing Director, Roberto Urbani, the 10th edition of the show has achieved three main objectives: an improvement of the products on display, a thorough rethinking of the event's organisation (including related events taking place in the city), and a special focus on internationalism and on ensuring the visibility of professional operators, also through a renewed involvement of large private nurseries. In the Management's words "Euroflora received extensive coverage on the media and on the web, which also played an important role in terms of e-ticketing. Moreover, the public seemed to appreciate the leading themes of the Show: biodiversity, environmental sustainability, greenery and vegetable gardens meant as a lifestyle".

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