Genoa, 17 February 2022

**AS OF TODAY, EUROFLORA 2022 IS OFFICIALLY AN INTERNATIONAL EXHIBITION**

**Liguria Regional Council's Vice-President Piana and Executive Councillor Benveduti:**

**"It is a rightful acknowledgement that will give the event even more visibility"**

"*By executive decree of the Department for Commerce of the Liguria Regional Council, Euroflora - the leading flower show in Italy, which will be held in Genoa, in the Parks of Nervi, from 23 April to 8 May 2022 - is now classified as an international exhibition*", announced the Region's Executive Councillor for Economic Development Andrea Benveduti.

“*This is a rightful acknowledgement for a show that, for over 50 years, has showcased the elegance, wonders, and beauty of nature in all its forms* - adds Benveduti – *Its official inclusion in the calendar of international exhibitions and trade fairs will be key to giving this important event new momentum and further increasing its visibility*”.

Euroflora – which will be held from 23 April to 8 May, for the second time in the Parks and Museums of Nervi, in Genoa - is a plant and flower show that has always enjoyed worldwide recognition as a tool supporting and promoting floriculture and nursery gardening at an international level. Since its very first edition, held in 1966, Euroflora has attracted leading exhibitors from all over Italy and the world. It is the only Italian plant and flower show among European horticultural exhibitions to be recognised by AIPH – International Association of Horticultural Producers.

“*The 'international' status, bestowed by the Liguria Regional Council in accordance with the stringent national criteria set out in the State-Regions Agreement*, - underlines Mauro Ferrando, Chairman of Porto Antico di Genova SpA, the company that organises the show - *means that Euroflora, with its current innovative and sustainable format and its glorious history, can regain its place among international exhibitions and trade fairs. This recognition is also a quality guarantee for the foreign buyers that will take part in the missions to Genoa. I want to extend my gratitude to the Regional Council Department's staff for successfully joining efforts with our personnel to achieve this important objective*”.

“*That of floriculture and nursery gardening* – explains Alessandro Piana, Liguria Regional Council's Vice-President in charge of Agriculture - *is a sector we intend to keep protecting and promoting, especially in light of the top quality of our products, our very dynamic businesses, and their undisputed international leadership, also achieved through innovative marketing policies and measures aimed at promoting the entire supply chain. This is why this recognition is such a meaningful achievement for Euroflora, allowing the history of floriculture to meet today's process and product innovations. Euroflora harmoniously combines these two elements, history and innovation, and will allow the Liguria Region to gain even more visibility worldwide*”.

Euroflora is thus now listed as an international event on the website of AEFI (the Italian exhibition and trade fair association) [www.aefi.it](http://www.aefi.it); in the Italian official calendar of international exhibitions and trade fairs [www.calendariofiereinternazionali.it](http://www.calendariofiereinternazionali.it); in the calendar of international exhibitions and trade fairs of the Conference of Regions and Autonomous Provinces [www.regioni.it](http://www.regioni.it); and in the calendar of exhibitions and trade fairs of the Liguria Region [www.regione.liguria.it/homepage/imprese-e-lavoro/commercio/fiere.html](http://www.regione.liguria.it/homepage/imprese-e-lavoro/commercio/fiere.html).

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