

Genoa, 21 April 2006

Press Release 42

Euroflora 2006, the greatest plant and flower show in the world, was officially opened today

**Serena Dandini and Claudia Koll guests at the Show,
AIPH's President Doeke Faber's enthusiasm: "A marvellous show"**

The prizes of honour and the special prizes

"Coloriamo l'Italia": Confagricoltura's invitation

Tomorrow the presentation of the Association of International Florales

The ninth Euroflora, the flower show being held at Fiera di Genova until 1 May and displaying the best plants and flowers worldwide, was officially opened today.

Following yesterday's preview for the juries and the Press, today at 9.30 TV link woman **Serena Dandini**, a great lover of gardening, cut the tape at Euroflora (*"I feel like I'm dreaming, this is a real paradise"* – she said), in a pleasant and informal atmosphere. Half an hour later the show opened for the large public as well.

Short afterwards, in the Riviera Room at Fieracongressi, the opening speeches were given: Mr **Franco Gattorno** spoke in his capacity as Chairman of Fiera di Genova, highlighting the company's eight-million-Euro investment for the flower show. The President of Genoa Provincial Council, Mr **Alessandro Repetto**, linked Euroflora's message of care for greenery and nature with the environmental policies the Council is implementing. Mr **Mario Margini**, Genoa Municipal Councillor for economic development, and **Margherita Bozzano**, Liguria Regional Councillor for tourism were also present at the ceremony. Genoa's **Archbishop Tarcisio Bertone** underlined that Euroflora shows the perfect harmony between the hand of God and the abilities of man.

The President of AIPH (*Association Internationale des Producteurs Horticoles*, the association established in Switzerland in 1948 to promote the plants and flowers market at a global level), Mr **Doeke Faber**, was absolutely enthusiastic: he said Euroflora is *"marvellous"* and nicely *"made a reservation"* for next Euroflora, to be held in 2011.

Besides Serena Dandini, the show was visited by another celebrity of the Italian show business, **Claudia Koll**, the testimonial of the *"rosa mystica"*, the new crossbred which, because of its great purity, the Vatican decided to dedicate to the Virgin Mary.

The contests:

The winners of the 756 technical and aesthetic contests were announced yesterday: the complete list of the prize-winners will be published in the *Palmarium*. During the gala dinner held in the Palasport pavilion last night, the winners of the special prizes and the prizes of honour were also announced.

Special prizes

The prize "Silvina Donvito" (named after the lady who created Euroflora contests) for the most beautiful plant created by an Italian or foreign hybridist, was awarded to Planta di Serafino Troi.

The prize "Antonella Matacera" (Fiera di Genova's historic late head of Fiera di Genova's PR and Press Office) for the individual exhibitor awarded with the highest number of first prizes in technical and aesthetic contests, was awarded to Vivai Castagno.

The Prize "Luigi Viacava" (unforgettable General Manager of Genoa Municipal Administration's Gardening Department) for the best palm tree specimen on display at Euroflora was awarded to Arasolè Moc – Regione Sardegna (Sardinia).

The prize "Giuseppino Roberto" (historic General Secretary of Fiera di Genova) for the best acidophilus plant displayed at Euroflora was awarded to the group display of Piedmont.

Prizes of honour

Foreign Countries – Large official group displays

Great Prize of Honour for the best collective display: Holland – Flower Council of Holland

Great Prize of Honour for the best technical display: Royal Society for Agriculture and Botany of Ghent – Belgium

Great Prize of Honour for the best artistic display: Flower Council of Holland

Great Prize of Honour for the best artistic display: Royal Society for Agriculture and Botany of Ghent – Belgium

Group displays having an overall surface below 500 sq m

Great Prize of honour Global Orchid Exchange – Australia

Prize of honour: All Russia Exhibition Centre – Russia

Individual displays by producers not included in group displays

Great Prize of honour: Antonio De Luca Farms – Florida, USA

Prize of honour: Flora Toscana – Australia

Prize of honour: Vacherot & Lecoufle – France

Large group displays

Great Prize of honour among displays mainly featuring cut flowers: ERSAC Campania

Prize of honour: Regione Toscana (Tuscany)

Great Prize of honour among displays mainly featuring outdoor flowering plants: Regione Piemonte (Piedmont)

Prize of honour: ex- aequo Regione Lazio and Regione Veneto

Great Prize of honour among displays mainly featuring greenhouse plants: Regione Liguria

Great Prize of honour among displays mainly featuring nursery plants: Regione Lombardia (Lombardy)

Prize of honour: ex aequo – Arasolè Moc-Regione Sardegna (Sardinia) and Chamber of Commerce of Ascoli Piceno-Regione Marche

Group displays having an overall surface below 500 sq m

The Great Prize of honour for the group display featuring plant specimens which, due to their exceptional beauty, shape, quality and number have mostly contributed to Euroflora's success was awarded to

all the participants in the Flower Theatre

Individual displays by producers not included in group displays

The Great Prize of honour for the exhibitor displaying plant specimens which, due to their exceptional beauty, shape, quality and number have mostly contributed to Euroflora's success was awarded to Vivai Castagno

Prize of honour: Floricoltura Fessia. Special prize: Plant Point

Special section - the "Gardens to Dream"

For the best design and "greenery arrangement" of a fitted area

1st Prize: GNTP Ingegneri Associati - Forte dei Marmi

2nd Prize: Raimondo Congiu - Cagliari

3rd Prize: Umberto Andolfato - Milano

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The prize-giving ceremony of **Città per il verde (Cities for greenery)**, organised by Il Verde Editoriale in cooperation with Peugeot, was held in the Press Room. The prizes are awarded to the Municipalities and Provinces which have stood out in terms of increase and improvement of public greenery.

In the category "Municipalities up to 5,000 inhabitants" the prize was awarded to the Municipal Council of Pollica (Salerno) for the safeguard and enhancement of natural and environmental resources.

In the category "Municipalities from 5,000 to 100,000 inhabitants" the prize was awarded to Albisola Marina (Savona) for the numerous activities carried out in its densely populated town centre.

Among the "Municipalities with more than 100 thousand inhabitants" the winner was the Municipal Council of Padua, for its project aimed at integrating the greenery and water systems.

The "greenest province in Italy", in the Jury's mind, was Enna, for the constant study and ecosystem-monitoring projects carried out.

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The conference held in the afternoon, **"Coloriamo l'Italia" (Let's colour Italy)**, organised by Confagricoltura (the Confederation of Italian Farmers), was particularly interesting too. Confagricoltura's president, Mr Federico Vecchioni, chose Euroflora as the appropriate venue to encourage the consumption of flowers and plants. According to the association's data, the typical purchaser of plants and flowers in Italy is female, over 45, well-educated, and a lover of pot plants if living in Northern Italy, and of freshly cut flowers in Southern Italy.

As regards the total expenditure, the overall yearly figure is 2.1 billion Euros, 58% of which cut flowers and bouquets, 42% pot plants. The average monthly purchase per family amounts to 17 Euros for plants and to 19 Euros for flowers. *"There are still opportunities and room for improvement for our companies"* said Mr Vecchioni. *"We need to widen the range of purchasers and to create a culture of plants and flowers - which, in other words, means improving the quality of life"*.

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7 Gold Telecity devoted the entire programme "Oggi per Domani", conceived and managed by the bank Cassa di Risparmio di Alessandria and presented by Eleonora Poggio, to Euroflora. Among the programme's guests were Fiera di Genova's Chairman, Mr Gattorno, and Mr Giovanni Robiglio, vice-President of Euroflora's Organising Committee.

The programme for tomorrow, Saturday 22 April

morning/afternoon **Meeting of Liguria's Agronomy and Forestry Graduates**
Fieracongressi, Sala Azzurra (Light Blue Room)

morning/afternoon **Meeting of the International Committee for Mosaic-culture**

Fieracongressi, Sala Blu (Blue Room)

- 11.00 a.m. **Meeting “Fiori e piante tra sperimentazione e insegnamento – Il messaggio di Calvino in chiave di lettura moderna” (Flowers and plants between experimentation and teaching – Calvino’s message interpreted through a modern approach)**, with Liberese Guglielmi and Tito Schiva, organised by Giardino Fiorito-Società Italiana Amici dei Fiori in cooperation with C.R.A. – Sanremo Floriculture Experimental Institution, Grandi Giardini Italiani and Lambo
Press Room, Pavilion C
- 4.00 p.m. **AIF – Association International Florales Press Conference**
Press Room

Tickets and Information

Euroflora admission fee varies **from 12 to 19 Euros** depending on the day and the time. Reduced tickets vary from 11 to 14 Euros, admission free for children up to 5, 8 Euros for children from 5 to 14; discounts for groups and schools.

Dedicated tickets counters will be open for groups and for tickets purchased through the Internet, ticket counters will also be available inside Genova Principe and Genova Brignole railway stations.

Info line tel. +39 010 9815111 and Internet site **www.euroflora06.it**.

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