



Salone Internazionale
dell'Outdoor

Bologna
11/13 Settembre 2009

expogreen@unacoma.it
www.expogreen.it

COMUNICATO STAMPA

ExpoGreen 2009: a taste for the outdoors

The second edition of ExpoGreen, the international review dedicated to technologies, equipment and services for the green and life outdoors, will vaunt the numbers and format for a truly great event. Aside from machinery, the technological heart of the review, also nursery operations, furnishings and the care of domestic animals will also be featured front and center.

"The concept of the review is as an event for meeting the needs of the professionals but it will have everything required for fascinating the general public," explained Guglielmo Gandino, the Unacoma Service managing director.

The exhibition area has been nearly doubled for the 2009 edition of ExpoGreen, the international review of the outdoors scheduled for September 11 to 13 at the Bologna Trade Fair, and the event is certain to carry a great scenographic impact. The biennial exhibition focused on the care of green areas and outdoor sports and recreation activities debuted in 2007 on 40,000 square meters of space. The event heading into its second edition, unveiled this morning at a conference held in the Bologna fair quarters, will take over 70,000 square meters for exhibitors expected to reach 500 in number, compared to the 370 present in 2007, with one-third of them arriving from abroad.

Other than the machinery and equipment for gardening and the care of green areas which represent the technological heart of ExpoGreen, the review will stage a full range of products and services for outdoor activities involving about fifteen allied sectors. Maintained for the event will be the rigorous organization of merchandise categories to facilitate the work of businesspeople and the exhibition will be divided into three fundamental areas: **Green Garden**, bringing together machinery and systems for the care and maintenance of green areas and lawns, architecture and design of green areas as well as services for the trade; **Green Life**, covering swimming pools, saunas, lighting and ornamental fountains, furnishings, garden accessories and structures and products for the home and gift items; **Green Leisure**, including sports equipment, games, camping gear, grills and barbecues, chimneys, ovens and accessories.

Gandino, whose company is responsible for the organization of ExpoGreen, reported, "We chose to go for a wide-ranging review after a careful analysis of the market which disclosed that the professionals as well as the public of end-users and outdoor enthusiasts feel the need for a trade fair as a single point of reference, all inclusive and with an impact which is also exciting."

Pursuing this logic, the review will bring in nursery operations to act not only as suppliers of plants and services for green areas but also in the context of the scenographic appeal of the entire exhibition through the construction of gardens inside the pavilions and big furnished areas in the open spaces within the trade fair grounds. These plans will be made possible thanks to cooperation with Gianluca Cristoni's Lineaverde, a company which will handle the **Natural**

Unacoma Service s.u.r.l.
Italia 00159 Roma
Via Venafro, 5
Tel. (+39) 06.432.981
Fax (+39) 06.4076.370
ufficio.stampa@unacoma.it
www.unacoma.it



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Inspiration project in the exhibition area. This project is dedicated to green landscaping and covers a number of initiatives on specific themes: *Garden Shops*, a showcase of products and services for professional and hobbyist design of green areas; *Gardens in Progress*, a design competition based on building a number of gardens measuring ten meters by ten for the general public to admire and compare; *The Multi-functionality Corner*, dedicated to tourism and recreational activities in rural settings. Moreover, multi-functional agriculture will account for one of the sectors with the greatest potential for development as one of the pillars in European Union agricultural policy and the target of substantial resources.

Other initiatives range from *The Enchanted Woods* and *Farm of the Future* to *Gardens in Progress* and *BioPool*. These will enliven the event by providing visitors with comprehensive and stirring views of green areas. In fact, one of the leading themes of the exhibition is the integration of natural and man-made components bringing in high quality products and services thanks to the participation, already confirmed, of the most prestigious brand names at work in the various sectors of the outdoors.

Totally new for ExpoGreen 2009 is the area and initiative dedicated to **pets**, to the breeding and care of domestic animals, to feature an **Animal Show** organized by Giuseppe Pierini's Piesse company and their important showcase. This sector of the exhibition calls for demonstration areas where domestic animals will be brought for trials of agility and obedience, pet beauty contests and, especially, two international appointments: the *Proplan Cup 2009* for dogs, sponsored by Purina, the pet food and livestock feed maker in the Nestlé group, and for cats, the *International Feline Exhibition* sponsored by ANFI.

Rounding out the event will be a packed schedule of conferences, meetings and workshops in Pala Green, an area of 1,000 square meters immersed in greenery set aside for meetings of experts and updates on the latest trends in the outdoor sector. "In substance, this will be an effective review for businesspeople and will also be a fascinating and entertaining visit for everyone who loves life out-of-doors and wants to renew the bonds with nature seen as necessary and beneficial," Gandino commented.

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