



Salone Internazionale
dell'Outdoor

Bologna
11/13 Settembre 2009

expogreen@unacoma.it
www.expogreen.it

COMUNICATO STAMPA

Press release no. 4/2009

ExpoGreen: holiday of the green

The international exhibition of the outdoors scheduled for September 11 to 13 in Bologna will be offering equipment and products to a public of businesspeople, professionals and enthusiasts of greenery. The 60,000 square meters of exhibition area will include 11,000 dedicated to practical demonstrations of mowers and pruning equipment. The beauty of the scenographic settings and green environments will be especially entrancing.

The second edition of ExpoGreen, the international exhibition dedicated to gardening, the care of greens and outdoor activities organized by Unacoma Service, will be held in Bologna September 11 to 13. Gardening will be the leading player in the trade fair pavilions where the manufacturers of machinery and equipment for plant care, garden accessories and sports and recreation accessories will arrive with their stands and products. Outside the pavilions, in the outdoor area of the trade fair center, plants and gardens will take center stage, green environments and ponds providing views of the way green spaces can be variegated, personalized and made fascinating.

The fantasy of greenery will be displayed in fifteen theme gardens as well as in the surroundings of the *Biolake*, the *Enchanted Woods* and the *Farm of the Future* created under the heading of the *Natural Inspiration* project handled by Latifolia. The project includes the laying out of *Green Street*, built in cooperation with Cersaie (International Exhibition of Ceramic Tile and Bathroom Furnishings) and conceived as the perfect fusion of plants and ceramics. *Green Street* is already in progress and work can be followed live by the interested public via a web cam accessed on the site www.expogreen.it.

Alongside these *architectonic* areas, the exhibition will provide natural lawns laid out outside the pavilions for demonstrations of mowers and other machinery for maintenance to give the public the opportunity to directly evaluate the technical features of the machines.

Thus esthetics and functionality will work together in the event set up with the support of the Emilia Romagna Region and targeted on a vast public of businesspeople, contractors, greenery designers and workers, the managers of agritourism facilities and hobbyists and enthusiasts of gardening and the outdoors. The review will also have a strong international slant with the arrival of exhibitors and businesspeople from all parts of the world and official delegations, organized in cooperation with the Italian Foreign Trade Institute,



Salone Internazionale
dell'Outdoor

Bologna
11/13 Settembre 2009

expogreen@unacoma.it
www.expogreen.it

COMUNICATO STAMPA

from Algeria, Saudi Arabia, Egypt, the United Arab Emirates, Jordan, Iran, Kuwait, Lebanon, Morocco, Oman, Qatar, Syria, South Africa and Tunisia.

Visitors to ExpoGreen will be offered a great show spread out over 60,000 square meters, half again as large as the area allocated for the 2007 edition, with 10,000 square meters set aside for practical demonstrations outdoors and another 1,200 for safe pruning trials plus, of course, an enormous array of products brought by the 300 exhibiting companies.

Stefano Slanzi, the president of Comagarden, the unit in Unacoma which represents manufacturers of machinery and equipment for gardening and the care of greens, noted, "A trade fair like ExpoGreen is an occasion for monitoring the market at a time made especially difficult by the international economic crisis which has involved the entire industrial sector and, unfortunately, also that of gardening." He went on to say, "This is a further reason to give companies in the sector a prestigious chance for contacts between the industries and businesspeople, an event planned precisely for involving the public and favoring business."

There will also be a packed schedule of meetings and cultural initiatives revolving around the issues of greenery and outdoor activities. Among these appointments is the *High Green Tech Symposium*, an international meeting dedicated to leading technologies in the greens sector, including those for terrace gardening and vertical greenery, a conference on the theme *Build Naturally*, focused on ecological construction techniques and materials, a *Conference on Multi-functionality in Agriculture* on tourism and recreational activities feasible for the rural environment, a *National Veterinarians Convention*, plus a talk show entitled *The Crisis and Us?* planned for reaching an analysis of the market trend of greenery products handled by big retailers and garden centers.

For the public of outdoor enthusiasts, ExpoGreen will offer a *Pet* section dedicated to the care and training of domestic animals to include displays of accessories for keeping cats and dogs. Also scheduled in this connection are the Proplan Cup, the award of a prestigious international trophy for dog training, and a cat beauty contest sponsored by the Italian National Feline Association, certain to be a strong draw for cat lovers.

In pursuing the spirit of the great exhibition, ExpoGreen has been created as an event extending beyond the "trade fair" setting to include the entire city and remaining active beyond the usual opening hours of the fair center. On September 5 and 6, ExpoGreen will sponsor the *Run Tune Up*, a Bologna half-marathon, and *Green Week* will prevail in the city from September 7 to 14, a week-long

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



Salone Internazionale
dell'Outdoor

Bologna
11/13 Settembre 2009

expogreen@unacoma.it
www.expogreen.it

series of initiatives on the green theme in public squares and business establishments organized in cooperation with Ascom and BF Services. During the fair run, 11 to 13, the scenographic fair center settings will host food and beverage facilities, music and various entertainment initiatives.

Rome, July 31, 2009

COMUNICATO STAMPA

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