



Salone Internazionale
dell'Outdoor

Bologna
11/13 Settembre 2009

expogreen@unacoma.it
www.expogreen.it

COMUNICATO STAMPA

Press Communiqué No. 8/09 *An Infectious Kind of Green*

The city of Bologna was tinged in green to mark a Green Week and is about to experience a Green Night as Expogreen's second day at the Bologna fair ground offered conferences and symposia on landscape design, retailing garden equipment and international cat and dog shows.

The second day of ExpoGreen pulled in the crowds again at the Bologna fair ground today with a mix of professionals and normal visitors interested in gardening, sports field and outdoor activity products and technology, keen amateur gardeners and anyone else interested in the outdoor life and its flora and fauna.

The interior of the exhibition is flowing with an almost overwhelming display of plant life and the large external exhibition area is burgeoning with gardens and lawns, even a 'biolake' and a corner of forest transmitting a message of health and vitality to the whole of Bologna.

To coincide with the three days of ExpoGreen, Bologna has in fact organised a Green Week with gardens, plants and cultural events changing the usual look of many of the main streets. This evening, there is a Green Night during which shops will stay open until midnight thanks to cooperation between the local shopkeepers' association, the city council and UNACOMA Service, as a way of promoting ExpoGreen. The events for the Green Week have so far included culinary initiatives such as yesterday evening's Green Party in one of the exhibition halls renamed the PalaGreen with an emphasis on local tastes, even the potato as it is cooked in Bologna.

Almost 400 veterinarians joined together this morning for a national congress. Another morning event was a conference on design techniques linked to modern concepts such as the 'total landscape' and 'collective awareness of place', an initiative organised by ARSPAT, Italy's association for the restoration of landscapes, territory and the environment. The morning also saw the presentation of a book edited by Corrado Ievoli of Molise University on agricultural services between landscape and market. The book contains essays by economists and exports in multiple use in agriculture.

In the afternoon, there were meetings focussing on the wholesaling and retailing of garden equipment at a time when sales are suffering from the economic crisis. The event was organised by Promogiardinaggio and UNACOMA. The moderator was the journalist Paolo Milani. There were speeches from Angelo Teruzzi, Assogreen's president, Dario Bavicchi of the garden centre chain, Giardinia, the president of Promogiardinaggio Luca Pellicciari, McSinergie's managing-director Saverio Mandrini, and the president of Comagarden, Stefano Slanzi. The various analyses showed that more than a crisis of demand, the Italian market for gardening equipment is suffering from a 'systemic crisis' in which the most dangerous factors are issues concerning credit, raw materials and human resources, which could produce prolonged negative effects.

Assogreen, the association grouping garden equipment specialists, also promoted a meeting on resale and repair costs and another session on its own "advantages" for a moment of "debate, saving and growth".

The final events of the day were the Proplan Cup awarded to the most able dog and the International Cat Show. The Proplan Cup saw 464 Italian breeders of all the main breeds putting their charges through a series of demanding tests. At the cat show, 240 of the contestants for the title of champion cat were shown off today, and the same number will strut their stuff in the arena tomorrow, the closing day of the fair.

The day will see a conference promoted by Tamassociati and Agrisophia on panoramic views, "techniques and visions for the green society". Coldiretti and Asproflor will be holding a conference on common flowers as a tool for a territorial marketing, and there will also be the prize ceremony for the third national competition, Gardens Under Way – ExpoGreen.

Bologna, September 12, 2009

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
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