



Salone Internazionale  
dell'Outdoor

Bologna  
11/13 Settembre 2009

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COMUNICATO STAMPA

**Press Communiqué No. 10/09**  
***ExpoGreen: Visitors Up at Outdoors Fair***

*This year's second edition of ExpoGreen ended with an increase in the visitors attending, up by 24% on 2007 to 27,000 thanks to a good mix of business and culture.*

An intriguing cocktail of business and pleasure attracted an increased flood of visitors to the second edition of the ExpoGreen fair all kinds of outdoor activity from gardening and park maintenance to sports facilities, 'vertical' farming and the amateur's garden flower-bed.

The fair organisers said that, over the three days of the event, there were 27,100 visitors (up 24%) of whom 25,200 were Italian and 1,900 foreign, a fall of 13% on the first edition in 2007.

Business to consumer visitors, who were given their own entrance this year, totalled 3,200. There was no way of assessing how many visitors to SANA, the fair of health foods and sustainable environments going on at the Bologna fair area at the same time, took the chance to visit ExpoGreen as well.

ExpoGreen had over 300 exhibitors showing a vast range of products in a 60,000 square meter exhibition area, some in the exhibition halls and others in the open air where landscaping and specially built gardens were on view. There was also a demo area for the equipment on show in the fair.

While ExpoGreen prides itself on showing the latest in gardening equipment and technology, this stress on machinery is offset by a matching interest in the social and cultural aspects of the event.

A number of symposia and conferences brought leading Italian and foreign landscaping and garden design experts together in cutting-edge debates.

The city of Bologna picked up the green leitmotif with gardens and green areas created in some of its streets and piazzas. The city also organised a Green Night on Saturday evening: a programme of concerts, shows and entertainment coupled with tastings of local wines and foods until the early hours of the morning.

The next edition of ExpoGreen, which is held every other year in alternation with EIMA International, is in 2011. Both events are organised by UNACOMA through its service company, UNACOMA Service.

**Bologna, September 14, 2009**