



PadovaFiereSpa

PADOVA: VOCAZIONE FLOROVIVAISTICA
Padua, a vocation for nursery gardening
19-21 febbraio/February 2010

FROM 19 TO 21 FEBRUARY 2010 SPRING RETURNS TO PADUA FAIR

Innovate, find new formulas and messages to overcome difficult circumstances, accept the challenge of proposing something different giving two distinct identities that nonetheless confirm the leadership of PadovaFiere in the Nursery-Gardening sector: Flormart Spring changes its skin as well as its contents. To be relaunched, from 19 to 21 February 2010, is the **Miflor** brand which PadovaFiere recently acquired from Fiera Milano. With this renewed spring nursery-gardening Exhibit emphasizing "Made in Italy", greater visibility will be given to all the Italian operators of the sector. **Miflor** thus inaugurates the spring season, the most important for the numerous professional Italian nursery-gardening businesses that cover a good 23% of the European production.

A FEW GOOD REASONS FOR VISITING MIFLOR

- In February, the key time of year for yearly purchasing, only Miflor offers the broadest range of products to choose from and the best quality at the most competitive prices;
- Miflor offers operators new events to give greater visibility to exhibiting companies;
- It's an accessible show and reasonable to visit with a logical layout

PRODUCTS ON DISPLAY

NURSERY GARDENING: Bonsai; Aquatic plants, annuals, aromatics, indoor and outdoor plants, exotic, flowering, Mediterranean, medicinal, and ornamental plants; perennials, succulents, ground covers; roses; seeds; lawns .

EQUIPMENT: Pesticides; Equipment for maintenance of parks and gardens; Biogrinders; Plant foods and fertilizers; Labels and labelling machines; Packaging; Irrigation; Agricultural machinery and equipment; Mulch; Air platforms; Greenhouses; Water and soil analysis instruments; Substrates; Soils; Peat.

PRODUCTS FOR THE GARDEN: Furniture for Garden Centres; Gardening articles and accessories; Pots, decorative flowerpots, flowerpot dishes, terracotta and plastic flowerboxes.

ARTICLES FOR FLORISTS: Gift items; Candles; Paper and ribbons for wrapping; Cellophane; Ceramics; Baskets; Artificial flowers; Dried flowers; Products in wicker and bamboo; Pots, Glass.

OUTDOOR FURNISHINGS: Furnishings for gardens and terraces; Fountains; Granulates; Ornamental lakes; Artificial materials; Pools; Natural rocks; Tufa.

VARIOUS SERVICES: Architecture for parks and gardens; Specialized press; Computer, promotional and consultancy services; Transport.

A SPECIAL INITIATIVE



A new initiative is being offered as part of Miflor 2010 geared at promoting nursery-gardening business in Italy. **Flormarket** is an area set up especially for negotiations between companies, their representatives and the wholesaler/distributor clients of the entire professional gardening division. Thanks to this turnkey offer, companies can negotiate and conclude business through an immediate and direct exhibit formula.

UPCOMING "GREEN" APPOINTMENTS AT PADOVAFIERE



Gardening ideas for the home, garden and well-being

19-21 March 2010



International nursery-gardening, equipment and gardening exhibition

09-11 September 2010

FOR FURTHER INFORMATION: www.miflor.it OR www.padovafiere.it



PADOVAFIERE

PadovaFiere S.p.A.
Via N. Tommaseo, 59
35131 Padova PD - Italy

Tel.: +39 049 840111
Fax : +39 049 840570
flormart@padovafiere.it

www.miflor.it

Miflor is only for trade visitors

Reduced ticket: 5€
February 19-21, 2010

Line of business:

- A1 Plant and flower producer
- A2 Plant and flower wholesaler
- A3 Plant and flower import/export
- A4 Professional equipment and products
- A5 Florist items and accessories
- A6 Florist
- A7 Garden center
- A8 Landscape architect
- A9 other

Company position:

- B1 Owner
- B2 Manager
- B3 Purchasing manager
- B4 Agent
- B5 other

Please, fill in and give this invitation to the reception

Name _____

Surname _____

Company _____

Address _____

City _____ Postcode _____

Country _____

Tel. _____ Fax _____

E-mail _____

Data processing consent form. In accordance with Law decree 196/2003, PadovaFiere guarantees to keep confidential all data received, which will be processed on paper and electronically, and used exclusively to send promotional and informational material regarding its events. All interested parties may exercise their rights in accordance with article 7 of the abovementioned Law Decree. The holder of said rights is PadovaFiere, in the person of the Data Processing Manager. If you do not wish to receive promotional material, please tick the box

Miflor - February 19-21, 2010

PadovaFiere Via N. Tommaseo 59 - Padova, Italy