

Twenty Italian tree and plant growers embark on a trade mission to Bulgaria



The Italian Trade Agency ITA (ICE), in collaboration with Italy's National Association of Nursery Stock Exporters (ANVE), the Italian ambassador to Bulgaria, the Bulgarian Association of Ornamental Plant Growers (BAOPN) and the European Nurserystock Association (ENA), hosted a horticultural trade mission to Bulgaria on 30 November 2022. On this trade mission, Italian nursery stock growers met inside Sofia's Intercontinental Hotel with potential buyers from Bulgaria, including importers, landscapers, local authorities, garden designers, contractors, garden centres, and general contractors.



On this trade mission, twenty nursery stock growers from Italy, including Azienda Agricola Cinelli Luca, Cantatore Vivai, Buongiovanni Vivai Piante, Caporalplant, Compagnia del Lago, Coplant di Dellabora Caterina e C. Soc. Semplice agr., Sgaravatti Group/Green Land srl., Ideaverde, La Felche di Ivo Egizii Soc. Agr. Sem., Margheriti Piante, Apulia Plants, Sicilia Verde, Giorgio Tesi, Terrantica srl., Vivai Acciari, Vivai Capitanio Stefano sas, Vivai Imperatore, Vivai Piante Romiti Giampaolo, Vivai Piante Verde Molisse, and Vivai Aumenta, made introductions that hopefully will result in commercially viable implementations of Italian grown trees and plants in the Bulgarian landscape.

In their welcome addresses, Italy's Ambassador to Bulgaria, Her Excellency Ms Giuseppina Zarra, and Mr Borislav Vladimirov, chairman of Sofia's Guild of Architects, thanked the organisers for bringing so many stakeholders from within the Italian and Bulgarian nursery stock sectors together.

ANVE president and Quercus and Cupressus grower Luigi Pagliani from Perugia and BAOPN president, Tatyana Boyadzhieva, provided an economic outlook of ornamental horticulture in Italy and Bulgaria.

Marco Orlandelli, chairman of the trade show MyPlant & Garden, was at hand to invite Bulgarian operators to Milan between 22-24 February 2023.