

Italian nursery sector united in Europe with the agreement between ANVE and AVI signed at Myplant

On February 22, at Myplant & Garden, the National Nurserystock Exporters Association (ANVE) and the Italian Nurserystock Association (AVI) signed a memorandum of understanding to jointly promote the development and valorization of the Italian and European Nursery Industry.

"To converge on common objectives according to reciprocity criteria for the coordinated development and valorization of the horticultural supply chain."

This is the scope of the memorandum of understanding signed on Thursday, February 22, at Fiera Milano-Rho, during the 8th edition of the trade fair Myplant & Garden by the National Nurserystock Exporters Association (ANVE-Associazione Nazionale Vivaisti Esportatori), a network of horticultural entrepreneurs at national level that has been representing and supporting the sector in Italy and abroad since its foundation in 2006, and the Italian Nurserystock Association (AVI-Associazione Vivaisti Italiani), an association made up of 220 members who are mostly nurserymen (producers of outdoor plants) of the Distretto vivaistico ornamentale di Pistoia, the largest ornamental nursery district in Italy. This is a historic signing as, for once, after a long time, it records a union of forces and intentions between fundamental components of the Italian horticultural sector, traditionally prone to fragmentation of representative bodies.

Among the main goals of the agreement, which has a two-year duration, are the sharing of strategies, actions, and interventions with the aim of proposing «a serious and credible representation» of Italian nursery interests at the ENA (European Nursery Association); the achievement of joint initiatives «aimed at contributing to the progress of the

horticultural sector»; the promotion of "collaborations with the world of research» to encourage «publications, meetings, discussions, scientific and technical initiatives, experiences and research pertaining to the sector;" the adoption of «experimental and innovative projects» that may include "the programming and planning of joint activities."



As explained yesterday at the official signing of the memorandum of understanding by ANVE president Luigi Pagliani and AVI president Alessandro Michelucci, this agreement follows the opening a few months ago of ANVE - which has been a member of ENA for years, as well as of AIPH (the Association of Horticultural Producers) - to AVI by inviting the latter to join ENA, where Italian nursery sector represents one of the largest in Europe.