

Will take place **Thursday 1st** and **Friday 2 June 2023** to Leverano in the province of **Lecce** The **first congress of made in Italy flowers**, organized by Coldiretti in collaboration with Assofloro and Affi. For the occasion, he will also be present among the speakers at the meeting on 1 June **Gianluca Boeri** flower grower, President of Coldiretti Liguria, Vice President of the Plants and Flowers Table of COPA-COGECA in Brussels and newly elected President of Coldiretti Imperia, headquarters of the famous Riviera dei fiori and Ligurian province whose economy has always had its flagship the renowned horticultural sector.

The opening conference will take place on 1 June starting at 9:30 in the Assembly Hall of the BCC in Leverano in the presence of the national President of Coldiretti, **Ettore Prandini**.

“The objective of the conference – commented Gianluca Boeri and Bruno Rivarossa, Ligurian President and Confederal Delegate – is the **relaunch of Italian floriculture and made in Italy flowers** which can grow even more on international markets thanks to its particular distinctiveness and the link with the territory”.

Together with Boeri, they will also intervene in the morning **Mario Faro** (President of the Coldiretti horticulture consultancy), **Cristiano Genovali** (President of Affi) e **Nada Scissors** (Coordinator of the National Nursery Council of Coldiretti and President of Assofloro), in addition to the President and Director of Coldiretti Puglia, **Savino Muraglia** And **Peter Piccioni**. In the afternoon, however, a technical-scientific session will take place led by **Lorenzo Bazzana** (Coldiretti Technical Area) e **Valeria Randazzo** (AD of Myplant&Garden), starting at 3.30 pm at Palazzo Gorgoni in Leverano.

The work will also continue on the following day, Friday 2 June, with various meetings on extremely topical issues and of interest to consumers: from the reasons for buying an Italian flower to seasonality, from decorations to edible flowers.