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Sistema Foresta Italy's answer for economic opportunities



Myplant & Garden, Italy's professional trade fair dedicated to the green sector, is launching the first trade fair initiative in Italy to bring together the entire forestry ecosystem, from sustainable forest management and urban forestry to agroforestry.

'Sistema Foresta' (Forest System) is a new multidisciplinary platform designed to connect expertise, businesses and supply chains and develop new management, production and economic opportunities linked to Italy's tree and forest heritage.

The aim is to bring together expertise and professional skills in order to transform Italy's tree and forest heritage into an increasingly well-known and effectively managed resource, capable of generating economic, environmental and territorial value.

The initiative has already secured the endorsement of almost all organisations and institutions representing Italy's forestry sector.

Italy's forests cover one third of the country's territory, spanning more than 11 million hectares: an asset with significant economic potential that has yet to be fully tapped, according to the organisers.

In fact, only 18–20% of forests have an active or currently valid forest management plan, while the area of forests certified as being under sustainable management stands at around 10%.

The expansion of forested areas, largely due to the abandonment of agricultural and mountain areas and the reduction in silvicultural activities, has not been matched by a corresponding development in forest management.

This situation opens up new prospects for timber supply chains, biomass, non-timber forest products, forest nurseries, technologies, professional services and land maintenance.

Risk prevention, ecosystem protection and the production of renewable raw materials are increasingly interconnected with opportunities for economic development.

The figures for Italy's horticulture and nursery sector also give an indication of the economic significance of the green industry.

In 2025, the value of production reached €3.52 billion, up 8.1% year on year and marking a new all-time high, according to ISTAT data processed and released in advance by Myplant & Garden last September. The floriculture segment, which includes flowers and potted plants, is worth €1.64 billion (+8.2%), while the nursery sector reaches €1.88 billion (+8.1%), confirming Italy's position among Europe's leading producers and as one of the main international suppliers of flowers and plants.

The potential also extends to trees outside forests.

In 2025, nearly 3.7 million trees were planted in Italy, 17% more than in 2024, across more than 5,300 hectares.

According to the latest scientific research, these new plantings are capable of generating approximately €28 million per year in ecosystem services, for each year of life of the tree stock established.

Another opportunity is represented by agroforestry, which integrates trees, crops and livestock into production systems. In Italy, it currently covers approximately 1.3 million hectares, equivalent to 11% of the utilised agricultural area, and can contribute to income diversification, soil protection and the resilience of agricultural businesses.

It is against this backdrop that 'Sistema Foresta' (Forest System) is being launched, the new section of Myplant & Garden dedicated to sustainable forest management, urban forestry and agroforestry. The initiative will bring together forest nursery operators, technicians, arborists, agronomists, designers, researchers, businesses, public bodies and operators across the supply chains within a single trade fair setting.