

Italian Companies

BUSINESS MISSION ON THE
OCCASION OF **FLORAART** 2026

Croatia, 14 - 16 May 2026

The **ITALIAN DAY AT FLORAART 2026** organized by ITA – Italian Trade Agency in collaboration with the **Embassy of Italy to Croatia** and the **Italian Cultural Institute in Zagreb**, represents a strategic opportunity for Italian horticulture and nursery companies seeking to strengthen their presence in the Croatian market and surrounding countries.

On this occasion, the promotion of authentic Made in Italy will take place within the framework of the premier sectorial event in Croatia, **FloraArt Zagreb 2026**, further enriched by the exhibition project **“Italy: Garden of the World – Where Nature Meets Art, Craft and Design”** promoted by the Ministry of Foreign Affairs and International Cooperation.

Italy’s connection to the **garden** is a profound expression of **creativity**, where tradition merges with design, science and a deep **knowledge** of nature. This presentation celebrates Italy’s green heritage and **landscape** culture in a sophisticated manner, highlighting the quality, innovation, and unparalleled expertise of the Italian **horticulture** sector.



TO TAKE YOU TO THE WORLD, WE BRING YOU THE WORLD

ITA - Italian Trade Agency is the Governmental agency that supports the business development of our companies abroad and promotes the attraction of foreign investment in Italy.


With a motivated and modern organization and a widespread network of overseas offices, ITA provides information, assistance, consulting, promotion and training to Italian small and medium-sized businesses.

Using the most modern multi-channel promotion and communication tools, it acts to assert the excellence of Made in Italy in the world.

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ANVE

ASSOCIAZIONE NAZIONALE VIVAISTI ESPORTATORI
NATIONAL NURSEYSTOCK EXPORTERS ASSOCIATION

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ANVE - *National Nurserystock Exporters Association* - established in 2006 - represents Italian horticultural producers at national and international level. The Association brings together both full members (companies located across the country) and supporting members (partners), working in close connection with the entire ornamental green supply chain.

ANVE closely monitors legislative and regulatory developments, collaborating with key national and international institutions such as MASAF, ENA (European Nurserystock Association recognised by the European Commission), and AIPH (International Association of Horticultural Producers). Through this network, ANVE ensures that its members are promptly informed about regulatory changes and actively contributes to policy discussions, particularly in the fields of plant health and plant material movement.

The Association also supports the promotion and internationalisation of the sector through strategic partnerships, including cooperation with ITA - Italian Trade Agency -, with whom ANVE organises business missions and initiatives supporting horticultural companies (such as the phytoweb.it platform). The Secretariat coordinates collective promotional activities such as the ANVE Yearbook, participation in international trade fairs, and communication through major press and digital channels.

2006 - 2026



#the Green that Unites



www.anve.it





VIVAI ACCIARRI

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Since 1983, we have been operating in the floriculture and nursery sector as a company dedicated to the production and cultivation of **ornamental plants**, mostly of Mediterranean origin, with a prominent position in both national and international fields.

Our thirty years of experience form the foundation of a solid horticultural tradition, but it is our deeply modern approach that allows us to stand out and meet the needs of a wide range of clients. Plants typically associated with the **Mediterranean scrub** - such as *Laurus nobilis*, *Olea europaea*, *Pittosporum tobira*, and *Nerium oleander*, all native to our region - have been complemented by species from all over the world.

Today, we offer a rich assortment featuring **around 300 different species**. In our nursery, you can find **flowering shrubs** and **hedge plants**, **small perennial herbaceous species**, distinctive **topiary items**, and impressive specimen **trees such as** *Ceratonia siliqua*, *Quercus suber*, and *Quercus ilex*.

We keep particular attention to our product lines aimed at garden centers, meticulously selected for their high quality, strength and thickness.

Among them, the Nerium Oleander Line stands out-entirely dedicated to the production of this excellent Mediterranean plant.

Aiming for constant improvement, in recent years, we focused on the expansion of the company's surface and the construction of structures and buildings with low environmental impact. Modern sheds with photovoltaic systems make us energetically self-sufficient.





Arena
Vivai
Linea Garden

ARENA VIVAI

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We produce **outdoor ornamental plants** and **fruit trees** and **small fruit plants** (blackberries, blueberries, raspberries etc.) in pots, designed and grown for impulse selling in the modern European Garden Center.

Our high-quality products are delivered in their full splendor and are always accompanied by modern communication and valuable information for the end user. We focus a lot on the service, which allows us to greatly reduce the time from order to delivery, moreover our range offers updated news constantly.

The particular geographical position allows a perfect blooming advance, suitable for an anticipated positioning of products in colder climatic zones such as Germany and Austria. In our nursery you can find **fruit trees, small fruit plants, flowering shrubs, climbing plants, grasses, conifers, evergreens, perennials.**

A special mention goes to our collection of roses and wisteria on espalier, which are sent with a rich presence of buds.





B. M. Flor

*Perenni e piante mediterranee
made in Albenga*

B.M. Flor

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Our nursery is located in Albenga, which is an ideal place for growing **perennials** thanks to the mild Ligurian climate.

B.M. Flor represents the latest chapter, at least for now, in a family journey that has its roots in the past, originating more than a century and a half ago. Since the 1980s, the focus has shifted from horticulture to floriculture, but without forgetting our origins. This path enables us to integrate the past with the present and attempt to grasp what the future holds. At the end of 2014, we initiated a profound transformation within the company, culminating in the establishment of our new sole proprietorship in 2021.

Our company spans over an area of 22.000 square meters and primarily specializes in the production of **perennial plants**.

Our point of pride is the vast collection of over **150 varieties of flowering sage**. We also offer a **wide range of ground cover plants, sedums, grasses, and much more**.

A significant part of our efforts is devoted to researching and constantly updating the varieties we cultivate, in order to meet the new and increasing demands of our customers.





BUONGIOVANNI VIVAI PIANTE

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The nursery is located in the heart of the Pistoia plain, an ideal place for growing plants, in the village of Badia a Pacciana. The company was born in the early 70s by the founder Sestilio; afterwards the passion for cultivating plants was passed on to his son, Gabriele, who today with his wife Stefania and daughter Ilaria take care of the activity together with collaborators. The products are sold throughout Italy, from the north to the major islands. The initiative in the sector, together with the passion for greenery made the company expanded over the years, so as to achieve important collaborations with high-level gardens and architects.

We are focused on the production and cultivation of the major species of plants required by the Italian market, from the smallest to the largest. We deal in particular: **tall trees, conifers, olive trees, fruit plants in clods and in containers, ornamental plants, hedge plants, evergreen and deciduous plants.** In 2016, driven by the desire to expand the business, we opened a branch in Bedizzole, in the brescian countryside. Year 2020, which for the worse has turned our way of working upside down, has given us the opportunity to develop a simple and intuitive e-commerce for all those who love online shopping.





VIVAI CINTOLI

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Founded in 1995 by Guglielmo Cintoli, the company was created with the aim of bringing the beauty of **Sicilian biodiversity** to Italy and the world through complete, harmonious and sustainable gardens.

Today, thanks to the family's passion and a team of 48 professionals, Vivai Cintoli is a point of reference for architects, installers, garden centres and private customers who want to create authentic Mediterranean gardens with a Sicilian soul.

Based in Cava D'Aliga (RG), the nursery covers 30 hectares and has **over 800 species and more than 150.000 plants**, offering solutions that combine aesthetics, functionality and respect for the environment.

The company promotes a low-impact green model, contributing to the spread of Sicilian green culture around the world, rich in vitality and resilience, bringing harmony between man, nature and the landscape.





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COMPAGNIA DEL LAGO MAGGIORE continues the tradition, passion and professionalism in agriculture which started here 150 years ago, at this time there were hundreds of Villas surrounding the beautiful shores of Lake Maggiore and her smaller counterparts.

The search for new species and varieties coupled with passionate gardeners sparked an interest and culture still rigorously followed by us today.

We grow **200 varieties of Camellia, 60 varieties of Azalea, named and labeled in sizes from 2lt - 2000lt, in this we are unique in Europe.**

As well as growing the above we also have in constant cultivation **numerous varieties of flowering and ornamental shrubs and trees**, which all adapt very well to our climate, Acer's, Cornus, Dafne, Davidia, Enkianthus, Heptacodium, Hydrangea, Kalmia, Osmanthus, Pieris, Rhododendron, Stewartia, and Styrax.

COMPAGNIA DEL LAGO MAGGIORE is today running the largest tea plantation in Europe.





COPLANT

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With over thirty years of experience, Coplant has established itself as a benchmark in high-quality nursery production. We operate across 100 hectares of land, 70 hectares of open-field cultivation and 30 dedicated to container-grown plants, with the goal of meeting the needs of green professionals in Italy and abroad through a catalog boasting **over a thousand botanical varieties**.

Our offering ranges from **rootstocks to high-trunk trees**, with natural or “shaped” crowns, cultivated both in the ground and in containers.

The range includes **groundcover shrubs, evergreens, deciduous species, flowering plants, and hedging plants**, available in all sizes, from small pots to large specimens. We also produce **conifers, climbers, fruit trees** of various sizes, and an extensive collection of roses (ground-cover, large-flowered, polyantha, and climbers), completing our assortment with **forestry shrubs, perennials, and ornamental grasses**.

At the heart of our work is respect for the customer: **we handle every order with the same care and dedication**, regardless of its size, which is why we do not require a minimum order. From the meticulous care of a single specimen plant to the management of large-scale production, our mission remains uncompromising quality.

Our true added value is an **agronomic expertise** that “starts from the ground up”: we create specific, customized substrates, the result of years of research, to maximize the well-being of every botanical variety.

We invite you to visit our facilities to discover the excellence of our production firsthand, accompanied by our expert staff.





VIVAI DE LAURENTIIS

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Vivai De Laurentiis is a point of reference in the nursery and floriculture sector, **specialized in the production** and sale of **outdoor ornamental plants in pots ranging from 3 to 15 liters**. For four generations, since 1929, the company has combined tradition and innovation to offer customers products of the highest quality - the result of passion, expertise, and a strong commitment to the environment.

Each plant is the outcome of a careful selection process and is cultivated using sustainable techniques that respect natural cycles and biodiversity. Thanks to a skilled team and attentive customer service, Vivai De Laurentiis supports and advises wholesalers, nurseries, garden centers, and green industry professionals throughout every stage of the order process. The wide range of **plants, shrubs, seasonal blooms** and **trees** makes it possible to meet every aesthetic and functional need.

Vivai De Laurentiis is not just a nursery, but a reliable partner for those who wish to enhance nature and bring harmony into everyday spaces - with expertise, care, and a genuine love for greenery.





GIORGIO TESI GROUP

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For over 50 years, Giorgio Tesi Group has been one of Europe's leading nurseries in the production of **ornamental plants**. In addition to its headquarters in Pistoia – the European capital of nurseries – the company operates four other branches located in Grosseto, Orbetello (Gr), Piadena (Cr), and San Benedetto del Tronto (AP).

The strategic distribution of its production centers across different geographical areas allows the cultivation of a **wide range of plants adaptable to continental, temperate, arid, and desert climates**. This diversification enables successful exports to more than 60 countries, meeting the needs of highly diverse markets.

With the integration of Franchi Bonsai and Drovandi Paolo into the Group, Giorgio Tesi Group has expanded its production range to include specialist crops such as **bonsai, cacti, and succulents**. These enrich the company's offering and further strengthen its position within the European nursery sector.

In 2025, the Group inaugurated the NATURART VILLAGE, a multifunctional hub on the outskirts of Pistoia featuring a park of over 30,000 sqm. It includes a spectacular rose garden with more than 600 varieties of roses, an exclusive "Bonsai Garden," and a collection of cacti and succulents. At the heart of the center lies a large greenhouse hosting the Group's showroom, a modern food area showcasing Tuscan culinary excellence, and versatile event spaces.





IDEAVERDE

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Ideaverde is an Italian nursery company based in Perugia, Umbria.

The company was founded in 1992.

The mission of Ideaverde is to provide its customers with top-quality plants, cultivated with care and passion.

The company covers an area of 42 hectares, of which 7 are used for rooting in pots and 35 for cultivation in the open ground. The company specializes in the cultivation of **Mediterranean trees**, including **Cypress (*Cupressus sempervirens pyramidalis*)** differentiated by clone, **Holm oak (*Quercus ilex*)** cultivated in the forms of tree, cone, bush and espalier, **Strawberry tree (*Arbutus unedo*)**, **Ilex Nelly Stevens**, **Viburnum tinus** and other essences.

The production of top-quality plants guarantees our presence in the Italian and European markets.





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The nursery, founded by Roberto (Giampaolo's father, the current head of the company) in the late 1950s, is located on the outskirts of Pistoia, defined by exception as "the city of plants".

It is easily accessible and offers a **wide variety of deciduous and evergreen plants and trees** of varying heights, such as **shrubs for hedges, landscape roses, outdoor ornamental shrubs grown in pots or in the ground**, paying attention to nutrients, climate and hydration.

The company has grown over the years and has increasingly acquired effective tools and techniques in order to offer customers quality products. The nursery, which covers an area of more than two hectares of potting soil and five hectares of sod, guarantees not only the cultivation activity but also the export of finished products both in Italy and abroad. The strengths of Vivai Piante Romiti Giampaolo have always been its reliability and the quality-price ratio of its products, matured thanks to the experience gained over the years.





SICILIA VERDE DI GIAMBÒ

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Sicilia Verde is an oasis of **citrus** and **olive trees** in Sicily.

With over 20 hectares of productive land and a logistics center in Albenga (SV), the company combines family tradition, innovation, and certified quality.

With over 40 years of experience, it offers **a wide range of plants** grown with passion and respect for tradition. From cultivation to delivery, including checks on aesthetic and biological conditions, packaging, packing, and shipping in climate-controlled trucks, Sicilia Verde guarantees a complete and personalized service.

At Sicilia Verde, we work daily to complete a process of care and attention that begins more than a year earlier, with the aim of bringing the plants to their peak condition, ideal for marketing.

We produce **more than 50 different varieties of citrus and ornamental olive trees with edible fruit**. These crops have come down to us through the civilizations that have inhabited the Mediterranean over the centuries, and today Sicilia Verde makes them available all year round.





TECNOVIVAI

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For over forty years, the Zecchina family has been growing trees with a clear vision: quality and innovation can respect the land, water and biodiversity.

The history of Tecnovivai began in the 1980s when Felice and Pieremilio Zecchina planted the first rows of trees in Bizzolano. Today, Stefano and Simone run the company with the same sense of responsibility, **combining agricultural experience and sustainable technologies**. Between an open field and container cultivation, every stage is designed to reduce environmental impact and enhance plant quality.

Water is managed using radio-controlled micro-sprinkler systems. Peat is replaced by coconut fibre. The soil is regenerated with selected microorganisms, benefiting the root system and stress resilience, while fully respecting pollinating insects (Bee Safe). Even the containers make a difference: Infinity Green pots keep the root zone cooler, stimulate development and simplify disposal at the end of the cycle.

The “zero impact” journey continues with the Bioagricert organic certification process, which began in 2025 on three plots of land and is expected to be completed in 2027.

The aim is to extend this standard to all land, because the growth of a family nursery can - and must - leave an increasingly lighter footprint.





TESI FEDERICO & FABIO

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Our nursery, founded in 1980 by Franco and Stefano Tesi, is now led by the second generation, represented by brothers Federico and Fabio.

With passion and dedication, they carry on the mission set forth by the founders, offering high-quality plants grown with meticulous care and attention.

Our **production, spread across 22 hectares with both open-field and potted cultivation**, is ready for the European and international markets.

We hold a GLOBAL G.A.P. certification, demonstrating our commitment to minimizing environmental impact while upholding rigorous safety and sustainability standards. This certification reflects our dedication to responsible and nature-conscious agricultural practices. Supported by a team of skilled and enthusiastic collaborators, we aim to provide value to our clients while promoting a profound environmental awareness. Each member of our team contributes expertise and dedication, helping make our nursery a beacon of excellence.





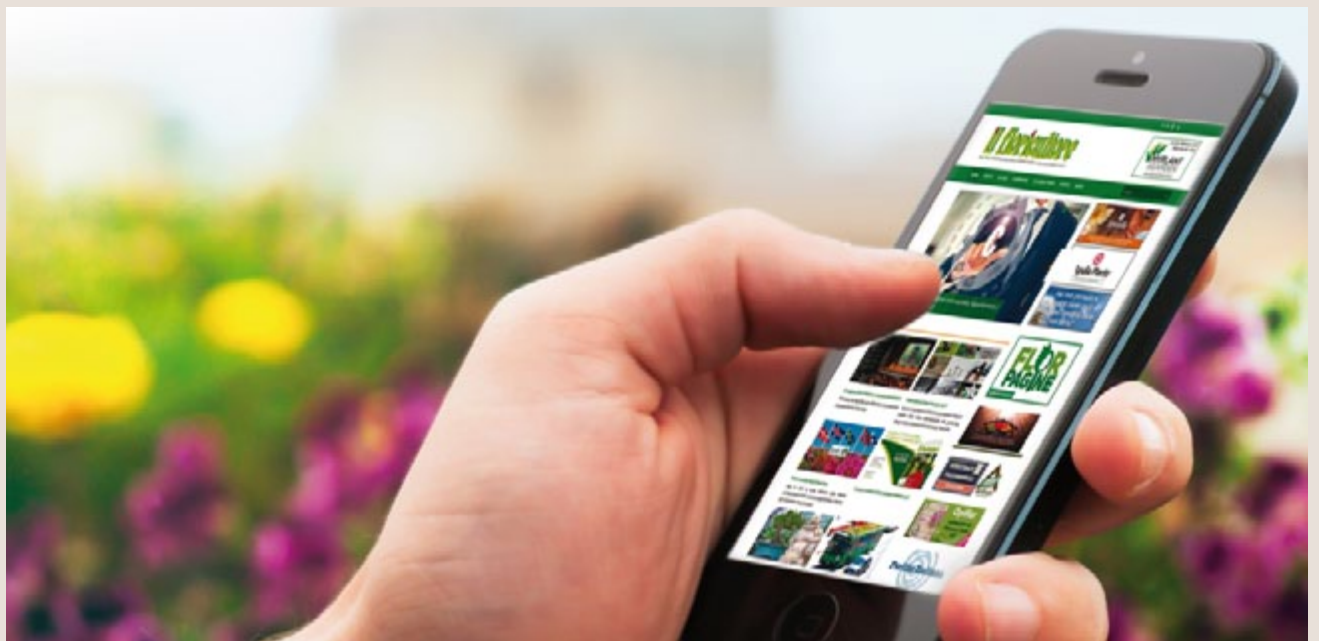
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As the first trade magazine founded in Italy for ornamental horticulture, since 1964, IL FLORICULTORE – together with its website, newsletter and social media channels – is the valuable source of news and information for everyone involved in the flowers and plants industry.

IL FLORICULTORE connects advertisers with the most qualified readership: growers, garden centers, florists, gardeners, crossbreeders and plant-breeders, wholesalers, manufacturers and traders of supplies and products, agents of plants seeds and bulbs and, generally, those who are interested in ornamental horticulture.

With its technical and generic articles, IL FLORICULTORE covers subjects as: cultivation techniques and growing systems, trends and marketing, breeding and market data, pest control, flower design, fertilizers, education and careers, retail and supplies, irrigation, financial aspects, trade exhibitions, seminars and more.





ITALIAN TRADE AGENCY