

**Italian Day at Floraart 2026:
Connecting the Italian and Croatian Green Experience
Zagreb, May 14, 2026**

Floraart – Bundek Park, Dome, Location No. 14

PROGRAMME

10:00 - 10:30	Official opening ceremony of the 60th International Flower Exhibition Floraart 2026 at the central pontoon of Lake Bundek
10:30 - 11:00	Registration of participants at the “Italian Dome” - Position No. 14
11:00 - 11:15	Opening Ceremony of the Italian Day at the Dome Moderated by journalist Leticija Hrenković – Agroklub https://www.agroklub.com . Simultaneous interpretation in Italian, Croatian, and English.
	Welcome speeches: - Paolo Trichilo , Ambassador of Italy to Croatia - Tomislav Tomašević , Mayor of the City of Zagreb
11:15 - 13:00	Workshop: Presentation of the nursery sector in Italy and Croatia
11:15 - 11:25	Marilena Procaccio , Director of the ICE/ITA Agency Zagreb and Sarajevo Office: <i>“Business Mission on the Occasion of Floraart 2026: Opportunities for Italian Horticultural Companies”</i>
11:25 - 11:35	Božena Cvitanović , Head of the Zrinjevac Branch - Zagrebački holding: <i>“Maintaining Zagreb’s Green Spaces”</i>
11:35 - 11:45	Valerija Pokos Nemeč , Senior Advisor, Ministry of Agriculture, Forestry and Fisheries of the Republic of Croatia, Directorate for Technical Support to Agricultural Development: <i>“Production, Quantities, and Status of Floriculture and Ornamental Plants in the Republic of Croatia”</i>
11:45 - 11:55	Tisa Vizek Borovina , Senior Advisor, Ministry of Agriculture, Forestry and Fisheries of the Republic of Croatia, Directorate for Agricultural Land, Plant Production and Markets: <i>“Application of EU Plant Health Regulations in Production of Ornamental Plants”</i>
11:55 - 12:05	Moreno Pinto , Vice President of ANVE: <i>“Institutional Presentation of ANVE”</i>
12:05 - 12:15	Marijo Spajić , President of Croatian Association of Landscape Architects UKAH: <i>“Overview of Landscape Architecture in Croatia: Legislative Framework, Current Challenges and Opportunities for Enhanced Cooperation”</i>
12:15 - 12:25	BEST PRACTICES: - Italy: Antonino Giambò , ANVE Councillor for Sicily: <i>“Presentation of the Mediterranean Garden”</i>

12:25 - 12:35	- Croatia: Željko Radišić , Landscape architect: <i>"New Green Map of Cooperation: The Mediterranean Meets the Continent"</i>
12:35 - 12:45	Gloria Oppici , Brand Manager of Fiere di Parma: <i>"Presentation of Greenitaly, International Exhibition of Horticulture and Landscape"</i>
12:45 - 13:00	Questions & Answers (Q&A)
13:00 - 14:00	Lunch Buffet
14:00 - 17:00	Business meetings (B2B) with Italian companies (with interpreter assistance, if needed)