*Press release no. 30/2025*

**Gardening: The Success of the Levante Green Showcase**

***The section specializing in machinery and equipment for green maintenance made its successful debut at Agrilevante. Seventy Italian and international exhibitors occupied a total area of over 3,000 square meters, including the demo area outside the pavilions. Maintaining urban greenery is increasingly crucial for the well-being of urban centers and for combating the effects of climate change. Emerging markets***

Agrilevante, the international exhibition of technologies for Mediterranean agriculture, this year featured a strong "green" character. The 2025 edition, which closes this afternoon in Bari, saw the debut of a specialized section dedicated to gardening machinery and equipment. The “Levante Green” showcase, one of the most anticipated new features of this edition, made its debut with sold-out attendance. The 70 exhibiting industries, both Italian and foreign, occupied the entire area made available to it by the FederUnacoma organizers, covering a surface area of over 2,200 square meters inside Pavilion 20. To these must be added the additional 900 square meters located outside the pavilion where, over the four days of the exhibition, demonstration trials of gardening machinery took place. The launch of the Levante Green Showcase was a complete success, as attested to by the large turnout of visitors between October 9th and 12th and the particular interest it aroused among international buyers and operators. On the other hand, as was repeatedly emphasized during the event, the lawn care machinery and equipment sector is growing globally. New lifestyles, more focused on health and contact with nature and greenery are gaining ground, both in traditional reference markets in Europe, North America, and Asia, as well as in emerging countries—for example, those of the Arabian Peninsula— are driving the demand for gardening machinery. The municipal sector is also contributing to the green market, with a renewed focus on urban greenery, which has now become an integral part of city landscapes and an essential factor in well-being. But urban greenery, as highlighted at the conference on the topic "Climate Shelters: Green Solutions for Urban Areas," now also has a different function: that of mitigating the effects of climate change and rising temperatures in residential areas, for example by countering the heat island phenomenon. In short, in the medium and long term, the care and maintenance of green spaces appears destined to play an increasingly important role in improving the quality of life of urban communities.

**Bari, October 12, 2025**