

## WHAT'S CENTRO SERVIZI PER IL FLOROVIVAISMO (CSF) ?

CSF instituted the 2<sup>nd</sup> December 1999, is a well-known limited liability consortium that works in Canneto sull'Oglio, in the province of Mantua. The Consortium is affiliated with companies operating in the field of trees nurseries and gardening, as well as local institutions.

In particular, the activities of CSF are addressed to the nursery firms. These are the services supplied:

- Promotion of the associated companies through the realization of professional training courses
- Assistance to companies operating in new markets
- Assistance to local institution, during the phases of planning, realization and assistance after transplantation (as regarding public parks and garden projects)
- Assistance to companies in accomplish of the phytosanitary controls
- Organization of exhibitions, manifestations, conventions and meetings
- Acquisition, promotion and application of new technologies
- Realization of marketing studies and researches; arrangement of catalogues and other appropriate promotional initiatives
- Popularisation of innovations connected with the nursery gardening sector

The CSF aims to promote the deciduous trees cultivated in the area of the nurseries' district of Canneto sull'Oglio (1700 hectares), till now considered the biggest area of production of deciduous trees in Europe.

Beginning from the end of 2007, together with the launching of the new brand name "PlantaRegina", CSF organized and took part to different promotional events such as fairs, exhibitions, trade-missions and meetings.



“PlantaRegina”, the new trade-mark, represents both the excellence of associated companies’ production and the quality of the plants cultivated in the area of Canneto sull’Oglio.

Starting from February 2008 the new web site of CSF will be available on-line. Entirely dynamic and regularly update in its contents by the staff of CSF, it will be used as the preferential mean for the spread and the promotion of all the services itemized above.

The new web site will stand, according to the purposes that CSF had fixed, as the distinguishing mark for its will to be abreast of the technological innovations and, at the same time, as an instrument rich in contents that can be easily consulted by everybody.

