

FLORACULTURE INTERNATIONAL

Worldwide

February 2015

FloraCulture INTERNATIONAL



Milan counts down to opening inaugural Myplant & Garden trade show



MILAN, Italy: With only 6 days to go, Milan has started counting down to the opening of the first edition of the Myplant & Garden trade show, which will be held from February 25th-27th.

Show organiser V Group Srl and the city of Milan announced today that more than 300 exhibitors will be present at their inaugural Myplant&Garden trade show .

Backed by seven horticultural industry leaders from Italy – Floricoltura Pisapia, Florpagano,

Florsistemi, Nicoli, Organizzazione Orlandelli, Vigo Gerolamo and Vivai d'Adda Gianpietro – Myplant&Garden is set to be held at the new fair ground of Fiera Milano Rho-Però, which is located north west of Milan's city centre.

According to the show's chairman, Mr. Gianpietro d'Adda, the 15,000 m² Myplant&Garden show promises a 'radical change to the Italian trade show industry' and will set the stage for another big international event this year: the 2015 WorldExpo which will be held from May 1 to October 31.

Myplant&Garden will be the world of horticulture under one roof, offering trees, shrubs, pot plants, cut flowers and floristry equipment together with the latest trends in horticulture technology.

During the first days of 2015, the registered companies have become more than 300, from motorgarden brands to nursery associations.

The organisers expect a strong flow of visitors from Italy and abroad, starting from ELCA (European Landscape Contractors Association) delegations to managers and technicians working in public green areas, large scale and specialized retailers, green professionals (gardeners, agronomists, architects and landscape designers), managers of public places and hotels and so on.

All international buyer missions will be coordinated by FieraMilano offices and the international branches of Unicredit bank and will includes delegates from Turkey, Germany, Russia, Austria, Croatia, France, Morocco, Holland, Switzerland, Tunisia, Azerbaijan, Ukraine, Poland, Czech Republic and Slovakia.

It is not the first time Milan is to play host for a major horticultural event. From 1988 until 1999 the international horticultural trade exhibition Miflor was held annually in Italy's second largest town.

For more details visit www.myplantgarden.com