

## Italy: Myplant & Garden may get a third hall

The latest edition of the International Green Expo has shown an improvement in quality, in the figures and in the flow of visitors. It has shown a growth in innovation and offer, business opportunities and creativity, meetings and contact opportunities. The International Green Expo has started working on the fourth edition which, for the fourth time, has been granted the 'international' qualification from Regione Lombardia.



The rumors about the opening of a third exhibiting hall in 2018 that started circulating hours after the end of the third edition are confirmed by the management of the most important trade fair for horticulture, garden and landscape in Italy. The organization affirms that this hypothesis might be among the innovations in the next edition. "We have other priorities – the management states – such as the further development of the invitation channels of foreign visitors, the widening and deepening of Italian ones, the refinement of certain exhibiting sectors that have great potential. The third hall, which means a further 15,000 sqm of exhibiting space, is a possibility. It depends on a variety of (positive) factors. It is indeed true – the management concludes – that during the last edition we had to turn down some applications because there was no more space left. Anyway, we'll be careful."



The International Green Expo has created connections between horticulture, agronomy, creativity, design and the market. It has started top-level formative and informative initiatives on various themes, not to mention a competition for the planning of a green space – Dynamic Gardens – that has already started its first steps.



The show saw 110 official international buyer delegations and a 12% of foreign visitors. The Summer season will bring partnership programs with other events and the organization of roadshows in Italy and abroad.



For more information:  
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