

## Photo Report: Myplant & Garden 2018

The fourth edition of Myplant & Garden has come to an end. Last Friday, Fiera Milano closed the doors of a well attended exhibition. In just four years, Myplant & Garden has grown to one of the largest B2B horticultural fairs in Italy and shows an annual growth in exhibitors, size and visitors.

This year, 655 exhibitors presented their products and services and the show welcomed 17,300 visitors.

This exhibition seems to be boosting the Italian horticulture sector in the positive direction.

FloralDaily was also present to make a photo report of the show. [Click here for the photo report](#)



Over the last years, like many other European countries, Italy was suffering from the crisis. Fortunately things seem to be improving - a bit slower compared to other European countries like the Netherlands and Germany, but it seems to be on its way up. And this was noticeable at the exhibition. The exhibitors were optimistic and this created a positive atmosphere on the exhibition floor.

The exhibitors were also pleased to see that a horticultural trade fair has been brought back to Milan, after 15 years. This probably explains the strong growth of the exhibition, not only regarding exhibitors and square meters, but also regarding visitors. Since the first edition of the exhibition, in 2015, the number of exhibitors doubled to **655** and the exhibition floor from 25,000m<sup>2</sup> to **45,000m<sup>2</sup>**. The number of professionals has doubled as well; from 7,500 in 2015 to **17,300** in 2018.

	2018	2017	2016	2015
<b>EXHIBITORS</b>	650	567	441	339
<b>INTERNATIONAL BUYERS</b>	150 official delegations	110 official delegations	90	50
<b>MEETINGS/EVENTS</b>	70	40	30	10
<b>PARTICIPANTS</b>	17.300	13.000	10.000	8.500
<b>SQM</b>	45.000	30.000	30.000	25.000

This is also a strong growth when comparing it to last year's edition, when the exhibition was 30,000m<sup>2</sup>, had 567 exhibitors and 13,650 visitors. The organisation is pleased with these increases and the number of visitors even increased more than expected. "The actual number is higher than expected. Our target was 16,000 visitors and we reached 17,300", says Ferdinando Crespi from Myplant & Garden.

This year was also more international, with the most foreign exhibitors since the start of the show. 20 percent of the total number of exhibitors came from abroad; from Holland (58), Denmark (20), Germany (16) France (15) and then from other countries. And there were also 150 official buyers from over 45 countries.

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Hall 12, on its debut year, has registered a record of approval not only for the meaningful presence of companies, but also for its liveliness during the whole duration of the fair. On those three days, talents and names of the fashion system have celebrated the positive blend of fashion and floristry, thus giving life to sold-out labs and fashion shows.

The 8 macro-sectors represented (pots and professional containers, garden care, machinery, decoration, flowers, nurseries, services, landscape and materials) have created a mosaic of exceptional variety that had been missing in Italy for a while, and that has met the favour of the visitors.

The fair is a window whence to observe and catch the tendencies of the sector, and it is also its driving force. Vegetation is synonymous with health, energy and care, but also economy, work, quality of life, research and sustainability.

"Before the opening of the show we felt the responsibility to have become the reference in Italy for the industry. After this edition we have the knowledge that Myplant is a great driving force for the whole sector. It is the climax of a movement that is surrounded by companies, associations, consortiums, operators, academics, journalists and analysts who ask for advice, who give advice, who follow, encourage and drive on. During the fair days somebody wrote on a newspaper that 'by ourselves we are lost, and Myplant is a world of friends'. Because at the International Green Expo you don't see just a meaningful moment for the industry, you also see a window of values."

The palimpsest of meetings, seminars and events has been wide and varied as well: 50 meetings have focused on the most important and current themes for the industry. The 'bonus verde' seminar has sold out, like many others that have revolved around landscape, green economy and agronomy. There has also been an outdoor area for demonstrations with machinery. All these have been opportunities for dialogue and exchange between the professionals in the field, occasions to give an explicit message to politics, moments of information and professional formation organised thanks to the cooperation with professional orders, public and private bodies, publishing houses, research centres, universities, technical schools, associations, consortiums, professionals and analysts.

***“The next edition will take place from 20 to 22 February 2019. Until the end of April we will be busy on two fronts: on the one hand there will be the rebooking phase open to our exhibitors, and on the other Myplant will be present at the Fuorisalone del Mobile (17-22 April) with the event DOT - Design Outdoor Taste. We will transform piazza San Marco, in the heart of the Brera District, into a lively and fashionable urban jungle made of vegetation and outdoor furniture, with the cooperation of big brands, artists, and creative people.”***

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