

## Myplant 2017 record edition



The curtain fell on the third edition of Myplant & Garden, it's time to for the international fair of Milan's green and organizers are aware that this year's festival was a record, not only in terms of visitors.

The B2B event dedicated to floriculture, landscape, the garden and greenbuilding, has gained more and more support in the early editions (in Milan lacked an exhibition of horticulture for 15 years), even internationally. "As reflected in the record-numbers of this edition - explanatory Myplant - 3 days of exhibition, 567 exhibitors (+ 30% compared to 2016, + 70% compared to 2015) of which 20% from abroad, 110 official delegations of International buyers in the halls, including 40 meetings, conferences, talks and educational events literally sold-out".

Within 3 days of the festival international green living has become the focus of international business in the industry, bringing to the fore the Italian excellence of the green supply chain and showing in the 8 exhibition sectors (nurseries, flower, decoration, construction, machinery, services, technical, vases) a breadth and depth of unique and incomparable offer elsewhere.

A rich program of meetings, conferences, seminars and exhibitions has been proposed in collaboration with professional associations (architects, land surveyors, doctors, agronomists and forestry), associations (landscaping, lighting, flowers), universities (Bicocca, Bocconi, Statale), foundations, companies, institutions and research centers for three days which gathered in Milan the most important actors of horticulture, landscape and garden.

"Not only are the numbers to confirm that the road taken only three years ago with the Consortium is the right one - says Valeria Randazzo, Exhibition Manager of Myplant. The fair has grown and been enriched, the exhibition jersey of 30,000 square meters of exhibition was well organized, designed to give visibility - with our aesthetic touch and a growing number of exhibitors - the breadth and depth of the offer. Many appreciations received from Italy - exhibitors, traders, buyers and press - and abroad. We received encouragement, thanks and advice. We will take note of everything, as always, to improve and grow. "

positive feelings have emerged between lanes, booths and offices - which have already arrived confirmations and requests for new exhibitors. On the front of visitors, the numbers are still to be certified, but the increase over the previous edition - already substantial than the good debut of 2015 - will be abundant (over 13,000). An advancement that goes hand in hand with the profiling of the public, more and more on target with the demands of enterprises.

"The Italian floriculture is raising its head - says the president of the Consortium Gianpietro D'Adda. For years he not felt such enthusiasm. Myplant is a gamble together, made by an organization of excellence, supported and promoted by the Consortium Myplant & Garden, composed of companies of floriculture chain, instead of dispersing its forces, they have decided to join forces for the good of the sector. Creating the only, great center of attraction and propulsion of the green industry in Italy " .