

## **Myplant & Garden – International Green Expo: the third edition has closed with record numbers**

*Record numbers at Fiera Milano Rho-Pero for the third edition of  
Myplant & Garden, International Green Expo,  
the most important b2b trade fair for the green sector in Italy*

Milan, 1 March, 2017 – On Friday 24<sup>th</sup> February the curtains have closed on the third edition of **Myplant & Garden – International Green Expo**, the most important international b2b trade show for horticulture, landscape, garden and green building in Italy.

The exhibition – which was born 3 years ago and which has brought back to Milan a horticulture trade fair after 15 years – has changed the trade fair world of the sector in Italy by becoming its utmost protagonist.

Myplant & Garden is the fundamental meeting point in Italy for all the players. It is also earning a reputation abroad by attracting exhibitors, professionals and buyers from all over the world. The record numbers of the third edition show this: 3 days of exhibition (22-24 February), 567 exhibitors (+30%>2016; +70%>2015), 20% of which came from abroad, 110 official, international buyer delegations, 40 sold-out meetings, seminars, talks and events.

During the three days of exhibition the international green expo has become the centre of international business and has put Italian excellence in the spotlight. The 8 sectors displayed (nurseries, flowers, architecture, machinery, services, techniques, pots) have shown a depth in the offer which is exclusive and incomparable.

The agenda of meetings, seminars and events organized together with professionals (architects, agronomists, forestry and agrarian experts), associations (landscape, lighting, horticulture), universities (Università di Milano Bicocca, Università Commerciale Luigi Bocconi, Università Statale di Milano), foundations, companies, research centres, was ripe and has gathered the most important players in horticulture, landscape and garden in Milan.

Myplant is not only a unique centre for business, contacts and relations, but also the heart where knowledge and expertise cooperate to create new opportunities and links.

During the exhibition many themes have been touched upon: from the Top Products Showcase to the competition “Dynamic Gardens”, from TV castings to meetings on landscape, design, building and materials, arboriculture, agronomic themes, communication, market and sustainability, but also top level floristry performances, flower fashion shows, talks with Italian and international players, exotic plants, urban landscape, lighting, historic gardens, phytosanitary products, photo shows and Urban Green Management. The meetings organized by 8 renown design studios together with the players in the green building were framed by the 100-meter-long “Vie d’acqua”, and they went side by side with the innovative Garden Centre New Trend event, 600 sqm of indoor and outdoor innovation and creativity.

“It’s not just the figures that confirm how the road we opened three years ago with the Consortium is going in the right direction – says **Valeria Randazzo, Myplant & Garden Exhibition Manager**. The exhibition has grown bigger and richer, the surface of 30,000 sqm was well-organized, designed to enhance the visibility of the products – thanks to a keen eye on taste both from our side and that of exhibitors. We have received many compliments from Italy and abroad by exhibitors, professionals, buyers and the press. We have also received support, suggestions and recognition. We will keep everything in mind, as usual, in order to become better and to grow bigger.”

In the halls, in the stands and in the offices the feelings were positive. Many companies have already reconfirmed their presence and others have already asked to participate next year for their first time. As far as visitors are concerned, the official figures are still in need of a certification, but the growth compared to the previous edition – already interesting when juxtaposed to 2015 – will show its extent (over 13,000). The development is going side by side with the selection of the public, who is meeting the target of the exhibiting companies.

“Horticulture in Italy is waking up again – says the **President of the Consortium Gianpietro D’Adda**. It has been years since we have perceived such enthusiasm. Myplant is a bet that we have won together, that has been organized in an exceptional way and that has been promoted by the Myplant & Garden Consortium, in which some companies that operate in horticulture have decided to unite for the sake of their sector. This is how we created the unique centre for the green sector in Italy.”

Myplant & Garden – International Green Expo  
21-23 February, 2018  
Fiera Milano, Rho-Pero

Visit Myplant & Garden online on [www.myplantgarden.com](http://www.myplantgarden.com) and on Facebook, Twitter, Instagram, LinkedIn, YouTube for information about the 2017 edition and for previews of 2018.

**Myplant & Garden – *International Green Expo***

Fiera Milano – Rho Pero | 21-23 February 2018 | opening: 21-22.02: 9am-6pm / 23.02: 9am-5pm | annual | visitors: professionals | secretariat: VG Crea, via Imola, 2 - 20158 Milan-IT, Tel. (+39)02.6889080, Fax (+39)02.60737218 [info@myplantgarden.com](mailto:info@myplantgarden.com) | [www.myplantgarden.com](http://www.myplantgarden.com)

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