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RECORD NUMBERS AT MYPLANT & GARDEN



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The dust has now settled on the Third Edition of Myplant & Garden 2017.

This has developed into a very important International b2b trade show for horticulture, landscape, garden and green building in Italy. The exhibition, born 3 years ago has brought back to Milan a horticulture trade fair and changed the trade fair world of the sector in Italy by becoming its utmost protagonist.



Enhanced Reputation

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: 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.



Italian Excellence

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.

Keen Eye on Taste

“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.”

www.myplantgarden.com