

AN EVEN RICHER EDITION FOR 2017!

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The organizers of Myplant & Garden 2017 are full of optimism. They see the third edition of the International Green Fair in February as a turning point in the industry.

After the first two editions they are defining their programme ahead of the 2017 event. There will be six themes and six settings.

The guidance of the flower designer Rudy Casati, and the direction of Fondazione Minoprio will help to interpret the themes.

Sense of Innovation



The sense of innovation will play its part also in the seventh setting, where classic and new, romantic and creative will stand side by side thanks to the genius of Silvano Erba and the expertise of Federfiori.

From Decoration to Garden equipment

More than 10,000 visitors participated in the 2016 edition. Approximately 60% were the sales channels –shop owners, retailers, garden centres, consortiums, flower and plant nurseries, wholesalers, importers/exporters, buyers of large chains of stores.

Around 40% were second-line buyers including professionals, gardeners, maintenance workers, agronomists, architects, companies, service companies, public garden, parks and local administration technicians.



Innovative Exhibits

Visitors in 2017 will enjoy a varied selection of innovative exhibitors as the event matures and expands. With the upcoming spring the 30,000-m² pavilions 16 and 20 of Fiera Milano bloom again. In the first edition there were more than 300 brands on display, which became 441 in 2016.

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