



Worldwide

September 2015

## **DATES CONFIRMED FOR MYPLANT & GARDEN 2017**

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### **Dates confirmed for Myplant & Garden 2017**

The third edition of the most important fair dedicated to professionals in the green industry will take place on February 22-24, 2017 in the pavilions of FieraMilano Rho-Però.

Next year's Myplant and Garden International Green Fair will enhance its standing as the reference point for nurseries, flowers, plants and gardens in Italy. It is becoming a popular and successful event for Landscape Architects and Projects Managers.

### **Supply Chain Visitors**



The organisers say "It is no coincidence that 40% of the visitors were represented by the distribution channels (shop owners, retailers, garden centres, agricultural consortiums) and the trade channels among nurseries and flower and plant producers. If we add a good amount of wholesalers, the import/export operators and the buyers of the big distribution

channels, we are dealing with a fair that attracts a public of 60% of immediate potential buyers."



"Almost 40% of visitors are going to purchase later (maintenance technicians, gardeners, agronomists, architects, companies, hotel and touristic managers, professionals and service companies). This fair is finding the right channel to develop the business sought by companies and operators. The fact that at the end of April (only 2 months after the end of the 2016

edition) more than one pavilion had already been booked confirms our vision and pushes us to do more!"

**<http://myplantgarden.com/en>**