

MYPLANT & GARDEN FULFILS EXPECTATIONS



Myplant & Garden fulfils expectations

The leader of the green sector in Italy enjoyed a very successful second edition last month. The International Green Expo fulfilled all expectations.

There were 40% more visitors than in 2015 and a continuous flow of operators through the stands. There were 441 exhibitors (102 more than in 2015). Gianpietro D'Adda, President of the Consorzio Myplant said "The figures talk for themselves and confirm that Myplant is the most important professional trade fair of the sector in Italy."

Bookings for 2017

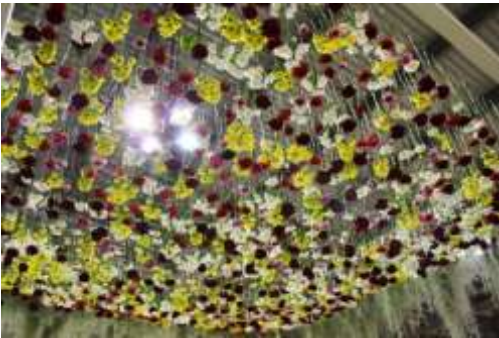


"We are already collecting subscriptions for the next edition from companies that came to visit the fair – especially from the North of Europe – and we are getting orders. We are talking with people who are both interested and interesting," he concluded.



Valeria Randazzo, Exhibition Manager, is also satisfied: "Our goal, since last year, was to become in time the great reference exhibiting space for the sector, some kind of 'turnkey' trade fair for the operators. The outcome is rewarding for the work that has been done so far, and this second edition has unexpectedly moved forward with a great pace".

Large scale Landscape Gardening



This second edition of Myplant has been larger and more complete and has opened its doors to the world of landscape gardening on a large scale, with stunning exhibitors and satisfied visitors. Among the foreign exhibitors, the leaders were the Netherlands, followed by Germany and Denmark. There were also exhibitors from Japan and Asia. www.myplantgarden.com