

Planteria.eu

On line (worldwide)

January 2015



MYPLANT & GARDEN SUPPORT IS GROWING!



Myplant & Garden support is growing!

Myplant & Garden is the professional Flower and Plant trade fair being held in Milan later this month. In the year of EXPO Milan, this event has now secured over 220 exhibitors.

The Green Heart of Italy

Myplant & Garden will specialise in flowers, plants and gardens and takes place from February 25th to 27th, 2015 at Fiera Milano, Rho-Pero. Sponsored by EXPO 2015, the exhibition has obtained International recognition ahead of its debut. It was conceived by a group of companies in the sector, aimed at becoming the central reference point for the entire Italian sector.



During the first month of 2015, the registered number of exhibitors has increased beyond 200 (see above). This mirrors Italy's excellence and plant sector turnover amounting to €3 billion. Almost 50,000 companies and 150,000 professionals are always looking for new markets and ideas.

Interpreting success

There are a number of factors which can determine the success of any event. New business opportunities, contacts, meeting high level partners and commercial agreements on services; Improved representation and more power to present sector policies; An independent organization which connects the companies' needs, in order to create an efficient event in a prestigious location: these are some of the keys to interpret this success. Myplant & Garden will exhibit flower and plant excellence in Milan, in the most central, international, prestigious and convenient fair location in the Belpaese.

Myplant & Garden's Florbusiness partner

This year the appointment with Florbusiness stops over in Milan! The 10 prestigious companies from Apulia will offer a preview of their innovative ideas at Myplant & Garden and then, like every year, will move to Apulia on March, 3-6. Florbusiness, one of the most important events in the Italian floral sector, reveals in advance its 7th edition and presents its innovations at Myplant & Garden. The 'insights on the flower and plant sector in Apulia', has a dedicated area at the entrance of the Myplant & Garden fair. This will add visibility to the most important entrepreneurial activities in that region, part of a globalized reality.

www.myplantgarden.com