



Fiera Milano: Myplant is back.

The most important fair of the green sector in Italy.

Guests, initiative, focus on a green Milan and a lot of contents.

MILANO, FEBRUARY 23rd - In Milan the green sector is once again on the spotlight with the second edition of **Myplant & Garden** (February 24-26, Fiera Milano Rho-Pero), the International Green Expo for the operators in **floriculture** and **garden**, for **landscape architects** and **"green" architects**.

The facts and figures of the event: more than **420** exhibiting companies (100 more than the last edition, in 2015) – 70 of which foreign – on a **15.000 sqm** venue and more than **50 official delegations of international buyers**. Since its debut, Myplant & Garden has established itself as the landmark of a sector – that of floriculture – which in Italy has a value of **3 billion Euros**, employs **150.000** professionals and is represented by **50.000** companies.

Among the international exhibitors the Netherlands stand out, followed by Germany and Denmark. There are also exhibitors from Japan and the rest of Asia.

"We founded Myplant & Garden because we wanted to relaunch the Italian market – the independent **organizers** of the event explain – and because we wanted to avoid Italian sales agents to go abroad to do business and buy our products. Our aim is to become the only reference point in Italy for the sector, to create a display that is beautiful, complete and full of contents". "Fiera Milano is the best venue for this" comments the Fiera Milano **CEO Corrado Peraboni**, who will host the exhibition.

The candidates who are running for mayor of Milan will talk about "green" topics, green therapy, guests, technological innovations and green food.

Among the many meetings, there will be **"green" interviews** to the candidates running for mayor of Milan, a **cycle path** built with innovative materials, testimonies on the profitability of the green patrimony (the Vittoriale will be among the guests), green therapy, international contests between the masters of flower decoration, a presentation of the 53rd world **IFLA** congress (in Turin on 20-22 April) and a show cooking by Davide Oldani.

Myplant & Garden will be also present in the city with an installation in Piazza Gae Aulenti. Various flower shops and restaurants will also offer discounts to the visitors of the fair.

Myplant & Garden – *International Green Expo*

Fiera Milano – Rho Pero | 24-26 February, 2016 | 24-25 February: 9 am-6.30pm | 26 February: 9 am-5 pm | annual frequency | professional visitors

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