

Myplant & Garden - International Green Expo: FieraMilano Rho, 26-27-28 February 2020

The sixth edition of Myplant & Garden will present itself to operators even richer, more lively and more international.

Richer in the number of exhibitors, products, solutions and projects. More lively, thanks to the special events, seminars, meetings, workshops, labs, runways and instalments. More international thanks to the participation of brands, operators and the press that will visit from the whole world, of selected buyers from every continent, of the purchasing managers of the main international distribution chains.

Among the innovations in February 2020 there are the increased number of exhibitors in the **motorgarden** sector, the consolidation of **garden care, flowers and decoration**, the further development of the **Landscape Area** and of the **Sportgrounds** event, **Spazio Avatar**, and the **new PP.AA. Project** section that involves Italian and foreign public administrations in the presentations of their projects of redevelopment of green areas. The initiative "**Verde Bio**" has double the participants if compared to last year, and the innovations in all the sectors of the green industry culminate in the new edition of the **Vetrina delle Eccellenze - Excellence Product Showcase**.

The new format of the **Garden Center New Trend** will surprise visitors with its layout and the concept to which it is inspired, not to mention the **flower-fashion runways** enlivened by *arias* from the opera. Myplant will also present the first steps it made towards **urban wood** recycling, a new format for the **Strada dell'Edilizia** and the possibility of participating in the urban forestation project "**Il Bosco di Myplant**" (Myplant's forest) launched in Milan last October.

The trade fair will also feature the new '**Decoration Gallery**', a new **wedding area**, a **boutique** with botanic and floristic instalments, workshops with **world-known floristry masters**, and much more.

During the exhibition, the new project **Myplant Tech** will be presented, that intends to become the new meeting point for companies and markets active in the world of innovations to share thoughts and communicate. In 2021 Myplant Tech will be an exhibiting section of the trade fair in which specific knowledge and know-how will mingle and interact in view of the future, and producing actual, tangible and factual innovation, that can be financed, sold and purchased. For this reason Myplant 2020 has been presented at the **Politecnico di Milano**, a university whose ability to promote research and create innovation is known around the whole world.

The giants of the green industry

Brilliant, lively, rife as never before: from 26 to 28 February Myplant & Garden will present to the world the best in production, services, research, design and creativity in the green industry.

The sixth edition of the International Green Expo will welcome popular brands and the operators in the plant culture in a unique platform of exchange, demand and offer, visions and new projects.

Milan, February 2020 – The countdown is on for the opening of the **VI edition of Myplant & Garden**, the most important professional trade fair for the garden industry in Italy. More than 780 brand will present their products within the halls, and more than 20,000 visitors from the whole world are expected to attend the event hosted in halls 12, 16 and 20 of FieraMilano Rho fairgrounds.

In mid February 780 brands already confirmed their presence in the event, 22% from abroad. International companies come mostly from The Netherlands (35%), Germany (13%), Denmark (9%) and France (8%). Italian companies are led by those from Lombardy (23%) and Veneto (12%), followed by Lazio and Tuscany (7% each), Emilia-Romagna (6%), Puglia and Sicily (4% each).

Live plants, flowers, machinery, landscape and building, pots and vases, garden care, services, decoration and accessories are the macro-sectors around which the trade fair revolves.

The three exhibiting halls will transform once again in a huge, 4.5-hectare greenhouse dedicated to each moment, aspect, opportunity, vision and innovation in the garden industry. From research to the most advanced services, from traditional to more modern productions, the world of plants, materials, projects, knowledge, science and creativity will enliven the halls in a new, extraordinary edition of the International Green Expo.

	2020	2019	2018	2017	2016	2015
EXHIBITORS	780	733	655	567	441	339
INTERNATIONAL BUYER	+220 Official delegations	200 Official delegations	150 Official delegations	110 Official delegations	90	50
MEETINGS/EVENTS	90	80	70	40	30	10
PARTICIPANTS		20,100	17,300	13,000	10,000	8,500
SQM	50,000	45,000	45,000	30,000	30,000	25,000

Green connection

The best productions, the most important brands, the main actors in the market and in the plant culture collect at Myplant during a number of meetings that create new synergies.

Tens of meetings that will offer in-depth analyses, many of which will be held in cooperation with professional orders, associations and federations, and a **rich timetable of events**, awards and rendez-vous will welcome visitors, from sportgrounds to tree climbing, from flower-fashion shows to organic products, from arboriculture to special instalments, from the matching between public administrations and companies, to the talks offered by designers and floristry demonstrations.

More than **220** selected buyers will participate in Myplant from the whole world. **130** businesses – companies and associations – will be welcomed from abroad. Great European **distribution** channels (garden centre chains, GD, DIY, Home & Garden, e-commerce) will visit the show; big names in landscape architecture and real estate management will be there as well. Public administrations and operators from city councils in the sectors of Environment, Plants, Public Renovation Works will visit from many Italian regions (such as Emilia Romagna, Friuli Venezia Giulia, Lazio, Veneto, Lombardy, Piedmont, Trentino, Sicily, Tuscany and Marche). Various park and garden **managers**, historic estates, botanic gardens, sport associations, hotel **chains** and **universities** have also confirmed their presence, such as Chateau de Versailles, National Botanic Garden of Georgia, Royal Horticultural Society, Aecj and Grosvenor Estate, among others.

Among the **most interesting instalments at Myplant** there is the **Verde Sportivo / Sportgrounds** event, a multi-sport area with stadium chairs, a ski slope and portions of a soccer field, of a golf course and of a cycle path. The trade fair will also feature: tree climbing, gardening demonstrations, floristry contests with international masters, a theatre for flower-fashion runways and opera singers, floral artists from the USA, wedding ambiances, new botanic hybridisations, futuristic garden centres, centenary olive trees and huge bonsais, rivers of flowers and monumental cacti, organic and sustainable productions, indoor smart gardens, garden tools, eco-powered and wifi tools for lawn care, new patented vegetable species, clouds of tillandsia, hydroponics and aeroponics, vertical gardens for indoors, food safety and traceability, outdoor pavings, bio-accelerators and vegetable propagators, sustainable and biodegradable pots, the most beautiful aromatic plants and cacti, new accessories and tools for shops.

The international window for excellence in the industry

There will be numerous **innovative products** presented at the Excellence Product Showcase. The candidates have presented innovations in mechanics, robotics, botany, accessories, pots and containers, production processes, hybridisation, fertilisers, pesticides, arboriculture and floorings, to mention a few sectors. The companies selected for the competition will receive a signboard that will be positioned next to the running products within their own stands.

Creative competition I Giardini di Myplant (V ed): Sky Farm

The winner of the creative design competition will be announced during the fair days. The theme of this edition of the competition is the designing of an innovative, zero-emission garden on the rooftop of a shopping mall near Turin. The competition is promoted by Myplant, in cooperation with Fondazione Minoprio and SATAC SIINQ.

THE HALLS OF MYPLANT

Focus hall 20: something old, something new

The hall presents a number of horticulture brands, some of which are involved in large-scale **design** and in the supply of plants. The whole pavilion shows visitors all the potentialities of a synergy between landscape architecture, urban redevelopment, maintenance of private and public green areas and reception facilities. In this context, **motorgarden** stands side by side to products and materials for the outdoors, to the **Sportgrounds** event in the **Landscape Area**, to design studios and to the debuting **PP.AA. Project**.

PP.AA. Project is the **new exhibiting section** that involves **Italian and foreign public administrations** that wish to show and discuss with operators their projects of redevelopment of green areas on a urban and territorial scale. During the trade fair days, projects that are in the process of being developed will be shown, presented to and discussed with the operators visiting the event: from plant suppliers to builders, from maintenance operators to producers of urban furniture to companies active in large-scale redevelopment.

Sportgrounds, the big tridimensional instalment that also features a multi-sport field (soccer, golf, ski slope, cycle path) and stadium chairs, will become the heart of institutional and commercial relationships of an industry that drives the development of the whole country. This exceptional exhibiting window welcomes designers, builders and maintenance operators of sports facilities, suppliers and the decision makers of sports associations. LND Servizi (Lega Nazionale Dilettanti, soccer), AITG (Associazione Italiana Tecnici del Golf, golf), Federazione Italiana Golf and Fondazione Cortina 2021 have confirmed their presence.

Landscape Area. A special 5,000-sqm area that puts the spotlight on landscape, design and green building offers visitors product previews, innovative materials, projects, special initiatives, meetings with companies and architects, the new PP.AA. project and international buyers delegations who are looking for customers, suppliers, services, and new ideas.

SPAZIO AVATAR is the corner in which design studios meet visitors, companies and operators to talk about their projects with the aim of creating new synergies and enlarging the networks of relations in view of future assignments. Organised by Sabina Antonini, architect of EN Space Network design studio. The following architect firms have confirmed their participation: MAURIZIO VARRATTA ARCHITETTO; T SPOON; GIUSEPPE TORTATO ARCHITETTI; URBAN-GAP; PRINCIPIOATTIVO Architecture Group; NEMESI.

URBAN GREEN MANAGEMENT

The area of Myplant dedicated to the management of plants and natural environments (agro-technic, agronomy, phytopathology, valorisation, programming, diagnosis, ...) welcomes the best companies and associations in the sector. An extraordinary opportunity for meeting, sharing and doing business. UGM is a joint venture of complementary businesses that operate in the sector.

SISTEMA ALBERO / TREE CARE

The area dedicated to arboriculture will feature urban forests, general tree care, reuse of urban wood, live demonstrations, maintenance and management of plant patrimony, criteria of assignment of contracts. This sector puts together companies, associations, public administrations and operators in tree care. A lively agenda of workshops, meetings and live demonstrations will complete the event.

Focus hall 16

The pavilion keeps getting bigger. The products exhibited are **more and more numerous**: aromatic plants, indoor plants, bonsais, cacti, green walls, fruit plants, logistics **services**, softwares, graphics, printing and distribution services, **pots** and professional containers, vases for shops, for interiors and exteriors, pots made of recycled materials, **garden care** products, soils, plant food, pesticides.

Focus hall 12

A roofed passage leads the visitor from hall 16 to 12. Between the two there will be outdoor, live motorgarden demonstrations. After the success during the past editions, the hall is ready to welcome participants with its events. A signature instalment next to the main entrance of the pavilion will present visitors with two paths to follow. The first path leads to the Decor District: 6,000 sqm dedicated to floristry, contests, runways, labs, debates and workshops with international floristry masters, floral design ateliers and international collectives.

Among the artists: **Aritaka Nakamura, Per Benjamin, Vincenzo Antonuccio, Jürgen Herold, Patrizia di Braidà, Olga Gaidukevich, Berit Skjøttgaard Laursen, Rudy Casati, Marco Introini, Dmitry Turcan, Alba Franzoni, Giuseppe Picca, Annette Gottmann, Silvano Erba, Aya Vloet, Ivan Bergh, Mauro Simone.**

The second path will lead visitors to the garden centre world among plants, flowers, accessories and garden care items from Italy and the world. This hall is home to the **Garden Center New Trend** event, an instalment that presents the garden centre of the future.

EXCELLENCE PRODUCT SHOWCASE

There are 54 finalist products selected among 65 candidates in the contest dedicated to the latest innovations in the garden industry. This edition of the **Vetrina delle Eccellenze (Excellence Product Showcase)** is led by president Anna Zottola, together with a jury of high-level experts. It stresses **innovation**, attention to the **environment** and **sustainability, social value** and **wellbeing** of the candidate products.

There are seven categories:

- A) new varieties of ornamental plants
- B) new varieties of cut flowers and cut foliage
- C) new varieties of fruit plants and plants for the vegetable garden
- D) innovative equipment, materials and commercial preparations for horticulture
- E) innovative equipment, machinery and systems for horticulture and gardening
- F) new building materials for the creation of green areas
- G) new items of outdoor furniture
- H) new pots and products for indoor and outdoor green design

The candidate products will feature:

- monitoring systems for the irrigation of vertical gardens, traditional greenhouses and hydroponic systems; **AGABUNA**
- a new hawortia variety in grey; **AMIGO PLANT**
- biodegradable plant containers made of natural materials; **B&P ITALIA**
- low-impact lawnmowers, ideal also for steeper slopes; **BARBIERI**
- floating islands that favour biodiversity and nutrition of the aquatic ecosystem; **BIO SOIL EXPERT**
- professional, battery-powered lawnmowers; **BRUNI STEFANO**
- various shapes and sizes of eucalyptus gunnii, for indoor and outdoor; **CAPORALPLANT**

- smart, touchscreen barbecue connected with the smartphone; **CAVA-EZOOZA**
- a system that helps water retention in the soil, favours root development and reduces soil compacting when it is stressed out, usable also on steeper slopes; **CAVE NATALE**
- new colourful and resistant scabiosa variety; **DANZIGER**
- new, resistant white-and-red tulip; **DECORUM**
- the first zero-emission, fully electric, solar-rechargeable, compact tractor; **DEL MORINO**
- recyclable and compostable pots made from recycled vegetables, plastic and cardboard; **DESCH PLANTPAK**
- high-performance crawler platform; **EASY LIFT**
- a new porous, recyclable, thermal insulator pot that helps capillarity, made of rubber production waste; **ERRE GOMMA**
- lighting system mounted on natural stone; **ESSENZE DI LUCE**
- new underground anchoring system for clods; **FAST ITALIA**
- wood fibre obtained by extrusion that substitutes peat, which is sustainable both as a product and in the process of use; **FIBRA DI LEGNO**
- new petunia grandiflora; **FLORENSIS**
- new tropical fern similar to the crocodile's skin; **FLORICOLTURA PISAPIA**
- domestic avocado of American origin and highly resistant to colder temperatures; **FLORPAGANO**
- innovative nebulisation mosquito and insect repellent system with wifi technology; **FREEZANZ**
- low-maintenance turf that requires little water and fertilisers and does not need chemical additives; **FUTURE TURF**
- new durable and heat-resistant alstroemeria hybrid with flowers on the whole stem; **GAMBIN**
- new recycled and fully recyclable pots made of composite materials; **GARDEN ITALIA VASI**
- battery-powered lawnmower with lithium ions; **GIANNI FERRARI**
- the first fertiliser with a continuous release, obtained by the recycling of phosphorus from industrial, agricultural, mineral and food-chain-related processes; **ICL**
- domestic terrarium; **JODECO GLASS**
- subterranean net for nutrition and distribution of air and water underground; **LITE-SOIL**
- certified, organic aromatic plants cultivated in a 100%-biodegradable pot with an environment-friendly package; **LORENZETTO**
- tillandsia with a special gift wrapping; **MICIELI FLORICOLTURA**
- mini-rider powered by electric engines and lithium ions battery; **MTD PRODUCTS ITALIA**
- drone software to take pictures of the vegetation and reproduce them in 3D; **NBL**
- patented artificial sap to dilute endotherapy products; **NEWPHARM**
- natural-design vases; **NUOVA COLI'**
- vases that favour air circulation and root development underground; **NUOVA PASQUINI E BINI**
- radio-controlled shear with electric engine; **PERUZZO**
- contemporary-design vases with bas-relief effects; **PLASTECNIC**
- programmer for wifi irrigation; **RAIN BIRD**
- waterproof, oil- and scratch-resistant, non-slip concrete slabs; **RECORD BAGATTINI**
- aluminum planters with special decorative system; **REGART**

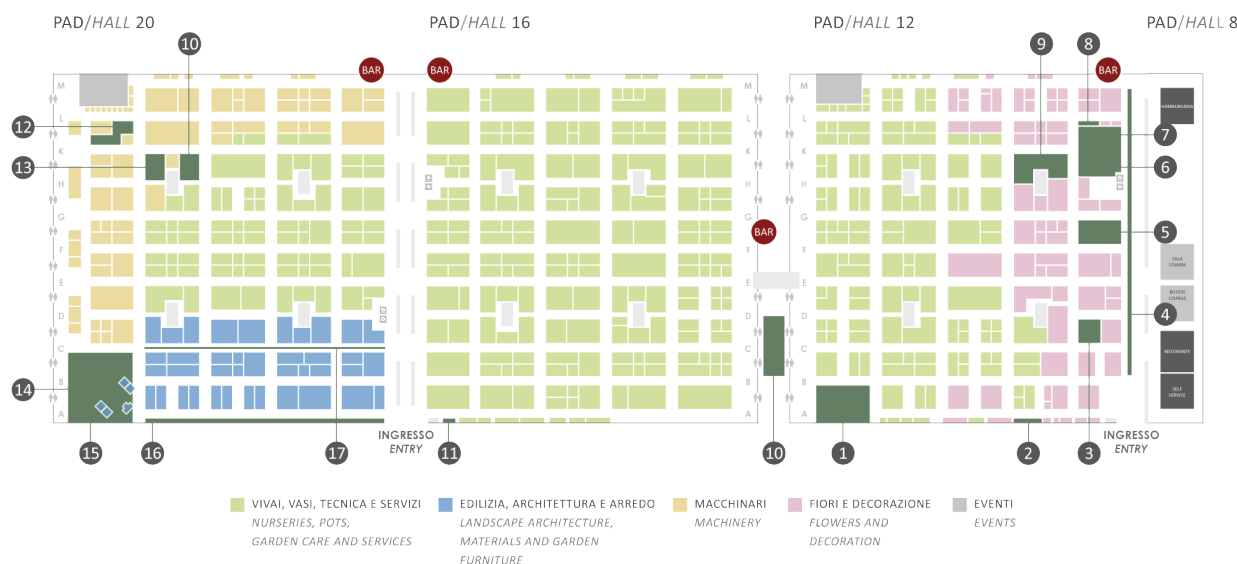
- stabilised rose that does not fear humidity and sun rays and maintains its characteristics unaltered over time; **ROSABELLA**
- new lines of lively pot covers for domestic use; **SCHEURICH**
- bright red poinsettia studded with white dots; **SELECTA**
- latest generation privacy screen; **SIA-MPL**
- new begonia with large leaves and thin stems; **SMIT KWEKERIJEN**
- analysis tool for soil parameters and turf (humidity, temperature, salinity, electricity ...); **SYSTEM TURF**
- nutritional compound of organic matrix deriving from highly refined compost and algae extracts; **TEMPOVERDE**
- non-toxic vases and decorative stones, 100% recycled and recyclable, obtained by collection and recycling of post-consumer waste; **TELCOM**
- innovative weather station designed for lawns; **TURF EUROPE**
- products with a greening and stimulating effect for lawns based on organic titanium; **UNMACO**
- *chaise longue* resistant to atmospheric agents and UV rays, covered with synthetic grass; **VERDEVIP**
- universal potting soil obtained from a natural mixture of fine peat enriched with natural microorganisms to support the roots; **VIGORPLANT**



ELENCO ESPOSITORI SELEZIONATI
LIST OF SELECTED EXHIBITORS

• AGABUNA	Ped / Hall 12 stand M29	• ICL	Ped / Hall 12 stand G29
• AMIGO PLANT	Ped / Hall 12 stand B19	• JODECO GLASS	Ped / Hall 12 stand A09 B10
• B&P ITALIA	Ped / Hall 12 stand E14	• LITE-SOIL	Ped / Hall 20 stand G34
• BARBIERI	Ped / Hall 20 stand M30	• LORENZETTO	Ped / Hall 16 stand G14
• BIO SOIL EXPERT	Ped / Hall 20 stand A43	• MICHELI FLORICOLTURA	Ped / Hall 16 stand C40
• BRUNI STEFANO	Ped / Hall 20 stand G40	• MTD PRODUCTS ITALIA -	Ped / Hall 20 stand E39 F40
• CAPORALPLANT	Ped / Hall 16 stand D19 E20	CUB CADET	
• CAVA SRL - DIGIPLASTICS -	Ped / Hall 12 stand B41 C42	• NBL	Ped / Hall 16 stand E39
EZDOGA		• NEWPHARM	Ped / Hall 12 stand H41 K42
• CAVE NATALE	Ped / Hall 20 stand G34	• NUOVA COLI	Ped / Hall 20 stand E07 F08
• DANZIGER	Ped / Hall 12 stand L20	• NUOVA PASQUINI E BINI	Ped / Hall 16 stand L39 M40
• DECORUM	Ped / Hall 12 stand C28	• PERUZZO	Ped / Hall 20 stand L09
• DEL MORINO	Ped / Hall 20 stand H43	• PLASTECNIC	Ped / Hall 12 stand C29
• DESCH PLANTPAK	Ped / Hall 16 stand L36	• RAIN BIRD	Ped / Hall 12 stand F40
(RAPP. DI AGRIMEDIA)		• RECORD BAGATTINI	Ped / Hall 20 stand A15 B16
• EASY LIFT SRL	Ped / Hall 20 stand L19 M20	• REGART	Ped / Hall 16 stand M35
• ERRE GOMMA	Ped / Hall 20 stand D25 E26	• ROSABELLA	Ped / Hall 12 stand G10
• ESSENZE DI LUCE	Ped / Hall 20 stand C25 D26	• SCHEURICH	Ped / Hall 16 stand G02
• FAST ITALIA SRL DI PUCONI	Ped / Hall 20 stand F16	• SELECTA	Ped / Hall 16 stand K10
• FIBRA DI LEGNO	Ped / Hall 16 stand E43	• SIA-MPL	Ped / Hall 20 stand C24
• FLORENSIS ITALY	Ped / Hall 12 stand D48	• SMIT KWEKERIJEN	Ped / Hall 12 stand C25
• FLORICOLTURA PISAPIA	Ped / Hall 16 stand G25 H26	• SYSTEM TURF	Ped / Hall 20 stand G34
• FLORIPAGANO	Ped / Hall 16 stand D25 E26	• TELCOM	Ped / Hall 12 stand F29 G30
• FREEZANZ	Ped / Hall 16 stand G45	• TEMPOVERDE	Ped / Hall 20 stand F10
• FUTURE TURF -	Ped / Hall 20 stand B13	• TERAPLAST	Ped / Hall 20 stand E01 F02
VILLAGE GREEN EUROPE		• TURF EUROPE - GREEN GO	Ped / Hall 20 stand B44
• GAMBIN	Ped / Hall 12 stand F14	• UNMACO	Ped / Hall 16 stand K45
• GARDEN ITALIA VASI	Ped / Hall 16 stand G23	• VERDEVIP	Ped / Hall 20 stand B01 C02
• GIANNI FERRARI	Ped / Hall 20 stand L01	• VIGORPLANT	Ped / Hall 12 stand F23 G24

SPECIAL EVENTS



** itinerant exhibition **

LA VETRINA DELLE ECCELLENZE – EXCELLENCE PRODUCT SHOWCASE

Special signboards will highlight the candidate products in the yearly competition that grants an award to the most relevant innovations exhibited in the fair.

*Wednesday, 26 february 5:00 pm, award ceremony
Sala Convegni, Hall 12 stand M48.*

[TAKE A LOOK AT THE COMPLETE INFORMATION](#)



** itinerant exhibitions **

VERDE BIO – ORGANIC PRODUCTS

A path will highlight the presence of organic and sustainable productions presented by exhibitors in all sectors of the fair.

[TAKE A LOOK AT THE COMPLETE INFORMATION](#)



1 – GARDEN CENTER NEW TREND Hall 12 – A47

The slogan of the cult event for its 2020 edition will be ‘Stay outdoors’: a new, dynamic and innovative format will enhance the potential of the nursery area of a garden center, transforming it into a convivial eden.



2 – FLORAL PHOTOBOOTH Hall 12 – A16

A boutique of floral arrangements will be the ideal environment for visitors who are looking for exceptional photo shooting sets and signature installations. Featuring a #selfie area.



3 – BLOOM'S WORKSHOP Hall 12 – C05 D06

BLOOM's is back to present a preview of the upcoming decoration and floristry trends. Exceptional flowers and international creativity will create a blooming event.



4 – DECORATION GALLERY Hall 12 – G02

A 100-m-long stage where the floral creations manufactured during the contests and labs promoted by schools and the international masters of floristry will be exhibited.



5 – FLOWER DEMONSTRATIONS Hall 12 – F01

A colourful stage dedicated to master classes offered by flower designer, composers and trend setters in the field, among the most well known on an international level: 3 days of meetings, workshops and labs where the creativity and unique craftsmanship of the masters, the best quality of products and accessories will be shared.

[SEE THE DEMONSTRATIONS TIMETABLE](#)



6 – MYPLANT FASHION THEATER Hall 12 – K02

A green runway where the combination of fashion, decoration and opera will give life to gorgeous fashion shows. Six elegant themes will be featured.

[SEE THE FASHION SHOWS TIMETABLE](#)



7 – FIORI...ALL'OPERA – FLOWERS AT THE OPERA Hall 12 – K02

Within Myplant Fashion Theatre, in the beating heart of the Decor District, the runway will be enlivened by actresses-models-dancers during charming flower-fashion shows accompanied by arias from the opera. 6 enchanting rooms, 6 themes, 6 costumes inspired by the fusion between fashion, music and decoration.

[SEE THE FASHION SHOWS TIMETABLE](#)



8 – FLOWER COUTURE Hall 12 – L05

Haute couture meets flower design in an exceptional flower-fashion lab led by Aya Vloet, Japanese flower designer based in San Francisco.



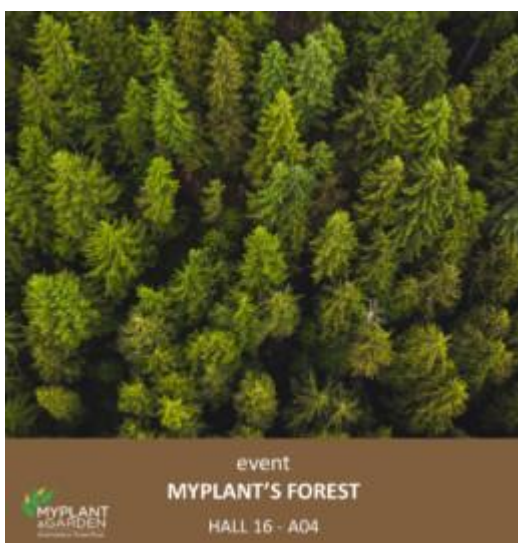
9 – WEDDING AREA Hall 12 – K10

Cult events dedicated to weddings with the big names in international floristry.



10 – MOTORGARDEN – TREE CLIMBING – live demo outdoor area Halls 12 / 16 gate H + Hall 20 K30

Side by side to the remarkable machinery exhibiting area in hall 20, an outdoor area dedicated to live demonstrations will be located between halls 12 and 16.



11 – IL BOSCO DI MYPLANT – MYPLANT'S FOREST Hall 16 – A04

A stand where the initiative of urban re-forestation promoted by Myplant in cooperation with Rete Clima, Assofloro and Parco Nord di Milano will be explained. The project has already started, and each visitor and exhibitor is invited to participate actively in it.

[TAKE A LOOK AT THE COMPLETE INFORMATION](#)



12 – URBAN GREEN MANAGEMENT Hall 20 – L40

The sector of the trade fair that gathers the most significant operators in building, creation, maintenance and management of urban and natural green areas.



13 – SISTEMA ALBERO – TREE CARE Hall 20 – K38

This initiative explores arboriculture in all its aspects. It will welcome experts in the sector and it will host the most prestigious brands in the field. Live demonstrations will complete the event.



14 – I GIARDINI DI MYPLANT V ED. – CREATIVE DESIGN COMPETITION Hall 20 – A49 C42

Exhibition of the finalist projects and award ceremony. The fifth edition of the creative design competition 'I Giardini di Myplant', titled 'SKY FARM', sees Caselle Open Mall near Turin as the building site of the project.

Friday, 28 February 01:30 pm, awards ceremony within Landscape Area Room 1, Hall 20.



15 – VERDE SPORTIVO – SPORTSGROUNDS – LANDSCAPING PROJECT Hall 20 – A49 C42

A large area dedicated to the fusion between sport, nature and architecture will host a multi-sport field where the best products, building- and design elements will be presented also during interesting seminars held by the best experts in the industry.



16 – PP.AA. PROJECT Hall 20 – aisle A

The area where public administrations that are committed to plan and redevelop green areas promotes meetings between designers, operators and technicians.



17 – LA STRADA DELL'EDILIZIA Hall 20 – aisle C

A 100-m-long aisle will present a mosaic of flooring solutions for the outdoors and it will lead the visitor to the Landscape Area.

Myplant & Garden - International Green Expo

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Myplant & Garden - International Green Expo

Myplant & Garden is the most important professional trade fair for horticulture, landscape and garden in Italy. It is a unique meeting point for the Italian industry, and a first-level protagonist for international markets. The trade fair promotes green culture, circular economy, environmental protection and green design.