



## **Myplant & Garden – International Green Expo makes its debut The international flower and plant fair trade at Fiera Milano**

*A professional exhibition strongly wanted by companies to relaunch a sector with a turnover of 3 billion Euros.*

Milan, February 25, 2015. In the year of Expo, and fully in line with the eco-sustainability and wellness values promoted by the Universal Exposition, Milan becomes the green heart of Italy. From February, 25 to 27 Myplant & Garden, the new professional flower, plant and garden trade fair makes its debut in pavilions 6 and 10 in Rho-Pero.

Flowers and plants have not been exhibited in Milan for fifteen years. Now they come back in a trade fair sponsored by EXPO 2015 and Regione Lombardia, which has qualified it as "international" since its beginning, confirming the quality of the project and the great job done by the organization office to create such a great event.

This event was strongly wanted by a group of companies, founders of Myplant & Garden Consortium. Despite being an initiative for professionals, it will be open to the public on February, 27 in the afternoon.

"We have conceived Myplant & Garden to relaunch the market and to spare Italian buyers to buy our products at fairs abroad. Italy is one of the main players in the worldwide flower and plant sector and deserves to have an appropriate fair", says Gianpietro D'Adda, president of the Consortium. "Professionals got the genuine and transparent flair of the project and many of them has decided to join. All this has triggered a spark which can, in turn, set the market on fire. The Italian flower and plant sector has a turnover of 3 billion Euros and employs 150,000 people in almost 50,000 companies".



“Fiera Milano is the right choice to relaunch this sector”, says Enrico Pazzali, CEO of Fiera Milano, underlining Fiera’s international visibility. “Myplant & Garden can count on our great efforts and professionalism. There are all the preconditions for success”.

### **The objectives**

New business and contact opportunities; innovation and professional update through an intensive programme of conferences and workshops, starting from the meeting about phytodepuration to protect the environment; high-level partners; commercial agreements; better representativeness and more strength in introducing new sector policies; an independent organization to connect the needs of companies; a prestigious location. These are the interpretation keys of Myplant & Garden, aimed at relaunching the excellent Italian flower and plant sector.

### **The sectors: from motogarden to constructions**

From big motogarden companies to consortiums, from districts to sector associations, from institutions to small and big producers, Fiera Milano will exhibit the green heart of Italy: plants, flowers, techniques, vases, services, equipment, decorations, constructions.

For the first time a fair will host an exhibition and a business opportunity for the market, directly connecting the flower and plant sector with construction companies specialized in building, restructuring and re-qualifying green spaces. At Myplant & Garden, therefore, next to flower and plant companies, technicians and commercial partners, there will be urban and green landscape architects, light infrastructures and plans to improve urban and metropolitan areas. In this sense, Green Path’s workshop is really significant: landscape re-qualification and infrastructures, big cycle paths in Italy and abroad, already built or in the process of being built.

### **Visitors**

Great variety of visitors, starting from ELCA’s delegations (European Landscape Contractors Association) to technicians and managers of public green areas, small and big specialized retailers, green professionals (gardeners, agronomists, architects and landscape architects), managers of public places and hotels, and so on.

Special focus has been dedicated to foreign buyers, in coordination with Fiera Milano and Unicredit international branches. They will come from Turkey, Germany, Russia, Austria, Croatia, France, Morocco, Holland, Switzerland, Tunisia, Azerbaijan, Ukraine, Poland, Czech Republic and Slovakia.



## Events in the fair and in Milan

The exhibition area will be integrated with meetings and educational events –like the course entitled “Growth strategies for foreign markets”, which will analyze exportations and internationalization topics and will be held by Unicredit professionals within the programme “Go International”, and professional update courses, related exhibitions, green living installations, special areas like the one in pavilion 10, where the masters of the main Italian flower decoration schools will discuss classic and new trends, with style exercises and real dedicated fashion shows.

At the same time two flower scenic designs with great impact will echo Myplant & Garden in Milan. They will be set up in partnership with AIAPP project managers in two very central locations: piazza Garibaldi and piazza XXV Aprile.

Furthermore, many commercial agreements have been signed with restaurants—which will offer special prices and a special dish for customers presenting the fair entrance ticket –and with selected flower and plant retailers –which will offer special discounts during Myplant & Garden.

## Myplant & Garden –International Green Expo

Fiera Milano –Rho Pero | February, 25-27 2015 – pavilions 6 and 10, 30,000 total gross square metres

Professional visitors. Opening to public: February, 27 in the afternoon

Ticket: 15 Euros with pre-registration on the website [www.myplantgarden.com](http://www.myplantgarden.com)

18 Euros without pre-registration

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