

Myplant & Garden 2023

Myplant & Garden will be held from 22 to 24 February 2023.

*One of the most awaited-for trade fairs in the horticulture, garden and landscape industries. The seventh edition will focus on **growth and international reputation**.*

Milan (IT), September 2022 - The most important trade fair in Italy for the garden industry will be held next February with a new, unmissable event. After the excellent results of the sixth edition, and currently witnessing a very positive trend for the upcoming seventh edition, the International Green Expo is focusing on **internationalization**, it is evaluating the introduction of a new business sector, and is exploring the development of existing ones.

The joint activity carried out by the organizers, ICE, specialized agencies, Chambers of Commerce and **IEG (Italian Exhibition Group)** — which the organizing company has recently joined — aims to consolidate the Italian leadership of Myplant and to accelerate its pace of growth on the international stage.

The plan provides for the incoming of selected buyers and contractors, important distribution brands (Garden Center chains, DIY, Home & Garden, e-commerce), purchasing centers, public administrations, HORECA buyers and operators from Europe, Asia, South America and Maghreb.

Myplant has also activated the affiliation process with **AIPH**, with the aim to consolidate and implement its network of international relations and participate more effectively in communication flows with foreign stakeholders.

The **special areas** that host numerous events, activities and contents, have been confirmed in halls 20 and 12, as usual, while **hall 16** keeps its role as main host for plant producers, services and garden care.

Verde Sportivo in **hall 20** will be further developed in terms of product offer and presence of international visitors. The special area currently represents the core of the relations for a topical sector for the economy of the entire country, which also focuses on **urban furniture, soft and smart mobility**.

Myplant, in cooperation with Acer, will host the award ceremony for the 2022/2023 **award 'La Citta' per il Verde'** organized by Il Verde Editoriale for the first time. The award is directed to municipalities, public bodies, private structures with public purposes and voluntary associations that have distinguished themselves in works of construction, enhancement, maintenance and redevelopment of green areas.

Urban Green Management, the section reserved to the management and implementation of our natural heritage on small and large, public and private scale, focuses on **outdoor building materials**. Among the themes UGM addresses: agronomy, phytopathology, programming, diagnostics and detection, sharing of orders.

The two main exhibition routes in **hall 12** — home, garden and flower decoration on the one hand, greenery, garden care and solutions for stores on the other — will be enhanced and enriched by various initiatives. The new edition of the **Garden Center New Trend** — always innovative in terms of concept, set-up, and content — will investigate the theme of sustainability. The area dedicated to new trends in the **wedding industry**, featuring installations, fashion shows and special events, will be created in cooperation with official representatives from the Netherlands.

MyplanTech, a point of connection for research and innovation in the garden industry, will also be further developed. It is a place for debates and reflections on the best practices that look to the future of the horticultural sector and make the most of the research for new technologies and sustainable production processes.

The management is also working on the development of the **outdoor cooking** section, so the outdoor area traditionally reserved to live demos with **machinery** and **arboriculture** could be relocated.

*"The trust that companies give us, the increasingly international relevance of the event and the entry into a large leading group — says **Valeria Randazzo**, CEO of the organizing company VGroup — are the pillars of our growth. The first results of our development plan will begin to be seen during the February 2023 edition of Myplant. Our focus, however, is always on the companies and their needs, on the wellbeing of the industry, and the propagation of the green culture".*

Myplant & Garden – International Green Expo

Fiera Milano – Rho (IT) | 22-24 February 2023 | frequency: annual | visitors: professional | operational secretariat: VG Crea, Milan-IT, Tel. (+39) 02.6889080 - info@myplantgarden.com | www.myplantgarden.com

Press contact
Ferdinando Crespi Press Office
ferdinando@crespius.com
info@myplantgarden.com

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Myplant & Garden is the most important professional trade fair for horticulture, garden and landscape in Italy. It is the main reference for the Italian industry and top-level actor for international markets. The trade fair promoted green culture, circular economy, environmental protection and green design.