



## Myplant & Garden – *International Green Expo:* the second edition in February 2016

*The second edition of Myplant & Garden, the International Green Expo will take place in Fiera Milano Rho-Però from 24-26 February, 2016. It is the most important international trade fair for professionals of the floriculture and garden sectors in Italy.*



*Milan, February 17, 2016 – UniCredit Tower B - Myplant & Garden is the great independent event of the green sector supported by a consortium of companies.*

*Since its debut in February 2015 it has been able to give actual answers to the needs of the operators, becoming a useful instrument to do business and to relaunch and recognise the importance of the sector, offering a new impetus, new markets, channels, ideas, meeting opportunities and solutions.*

**Myplant & Garden** has immediately placed itself **at the top** of the ranks of Italian trade fairs in the field, and the “**International**” qualification has been confirmed also for its second edition.



The objective of the trade fair is to become a “global space for business and relationships” for the professionals in the field: **companies** and **operators** with their own expectations, requests, offers, previews and knowledge. Building this space in **Milan** is the best solution, because Milan is a city that offers a venue praised all over the world, at the center of an extensive communication and transportation network. The headquarters of the fair, **Fiera Milano**, build an even better reputation, being able to make the participation in the fair an actual and tangible investment for both exhibitors and visitors.

New market trends and lifestyles blossom and sprout in Milan and great business ideas put down their roots there. It is indeed in Milan that the green sector is once again at the epicentre: an industry that goes from planning to renovating, passing through logistics, services, decoration, taste, cultivation and green culture, biodiversity and sustainability. It is also for this reason that the presentation of the second edition of Myplant & Garden has taken place in the **UniCredit Tower**, a symbol of innovation and sustainability that has also become the symbol of a city that changes. Its surroundings, planned following a large-scale project that could involve the whole territory, will be the protagonists of a workshop.

The 2016 edition of the fair is bound to leave a mark thanks to the amplitude and depth of the themes discussed, but also thanks to the status of the participants.

Nursery workers, agronomists, planners, architects, floriculturists, landscapers, businessmen, public administrations, investors, distributors, media, producers, wholesalers and professionals in the green sector will find the right way to communicate, deepen their knowledge and debate with their colleagues. They will gather useful information and they will find business and growth opportunities on a large scale: **nurseries** and **building sector, floriculture** and **decoration, techniques** and **machinery, services** and **equipment** will find in the International Green Expo an international projection of their own *business* and an actual push towards the excellence of Italian floriculture and the quality of the solutions presented there.

**flash 2015:** the B2B event of the green sector at its debut in 2015 (339 exhibitors, February 2015) has had 7.500 **certified visiting professionals** from 5 continents, 50 official delegations of international buyers and visitors from 20 Italian regions.

Plants, decoration, green building, accessories, soils, flowers, services...: the expectations about the **International Green Expo** are high. The second edition proposes to be rich in innovations not only for the new products and themes, but also thanks to the presence of buyers and operators from Italy and the rest of the world.

In a trend of continuous growth the objective has been reached: on the opening day, February 24th, there will be more than **400** exhibitors. A quick look at the facts and figures underlines both the growth in the area of the venue and of the number of exhibitors, if compared to the last edition. Also the international companies have increased in number: now they are 70 (in the first edition they were 42).

**Myplant 2016 / Myplant 2015**

+35% area of the venue

+30% new exhibitors

Myplant has also activated a meaningful multi-channel *scouting* activity so that international buyers could be invited. It has made a special effort in reaching foreign operators thanks to the cooperation of agents, contacts, business platforms and *roadshows*. The partnership with UniCredit, for the second year in a row, has been decisive in the operations of identification and recruiting of international top buyers from Europe, Asia and the Mediterranean.



Visitors are expected to be various and many, beginning from the ELCA representatives (European Landscape Contractors Association) and up to technicians and directors in the public green areas, passing through the small and mass retail channel, professionals in the green sector (gardeners, agronomists, restorers, architects, planners, conservationists, landscapers...), to managers of public areas and so on.

As regards the building and requalification sectors, the number of expected visitors is large: this is a sector that – together with the others involved in the fair – has been the protagonist of an in-depth analysis and development, so much so that it has earned meaningful names and areas among the exhibitors – also on an international level.

One of the objectives of Myplant is to create a privileged space in which **every actor in the sector** – planners, operators and maintenance workers of the public green areas on small and large scale, public and private actors, exclusive or for everybody, aesthetic or infrastructural, business ideas, urban requalification projects or a great drive for new generations – can meet, discuss their ideas, get into contact and build new synergies.

## MARKET DATA

A joint study of the data collected in the Piano Nazionale del Settore Florovivaistico 2014-2016 together with the data from Ismea and Istat confirms that the **Italian production** of flowers and potted plants is around 1.3 billion Euro, just like that of nurseries (plants in clod).

These numbers have to be added to the section of vases, seeds and soils, that makes the figures raise to **3 billion Euro**.

The market share for flowers, potted plants and nurseries, if compared to the comprehensive Italian production in agriculture, is around 2,5%.

Liguria leads the ranks (as far as the percentage of companies and hectares are concerned) of flowers and potted plants producers. Campania, Toscana, Lombardia e Sicilia follow it, considering the number of businesses. According to the surface exploited, instead, Liguria is followed by Sicilia, Lombardia e Toscana. As far as the nurseries market is concerned, the story is different. By following the same criteria (percentage on the total number of companies, and hectares), Toscana, Lombardia, Veneto and Piemonte lead the rank followed by Friuli Venezia Giulia and Emilia Romagna as far as surfaces are concerned; they are followed by Sicilia and Puglia for number of businesses.

Floriculture value in Italy
3 billion Euro
150.000 operators
50.000 businesses

## Distribution and consumption

The distribution mapping – with the last update on the facts and figures which dates back on the industry census according to Ismea, Mipaaf, CRA and Istat – is complicated.

According to the census the flower and plant shops are more than 16.600 (with 27.500 operators), there are 21.000 small retail channels (35.000 operators) and 2.300 mass retail channels (7.300 operators).

65% of potted plants are destined to domestic use through shops (38%), garden centers (31%), supermarkets (12%), kiosks (6%) and other channels. The residual percentage falls on the tertiary and the public.



Families have spent about 2,3 billion Euro (1,4 billion for flowers, more than 940 millions for shrubs, plants and trees).

The private purchase of shrubs, plants and trees takes place especially in the North of Italy (60%), whereas cut flowers are more popular in the South (57%).

The average expense per person has been calculated in 80 Euro for flowers and plants, 60 Euro for cut flowers, almost 50 Euro for shrubs, plants and trees.