



Myplant & Garden 2017 the international green fair

The third edition of the most important fair dedicated to professionals in the green industry will take place on February 22-24, 2017 in the pavilions of FieraMilano Rho-Pero.

Milan, May, 2016. The appointment with Myplant & Garden-International Green Expo is reconfirmed. Since its first edition it has become the reference point for nurseries, flowers and plants and gardens in Italy, and it is more and more successfully designed for landscape architects and projects managers.

Also this edition will be full of new elements: from the new products to the analyses on specific themes and products, to the presence of buyers and professionals from Italy and abroad. A more and more complete offer designed to satisfy the demand with its peculiar features, including a 360° international public (exhibitors and visitors), a quality organization and management, a central location for the markets, the partnerships with the green industry elements, concrete economic feedbacks and relations.

In the 2016 edition, once more the 8 represented areas (nurseries, construction industry, machinery, services, techniques, pots) have witnessed a lively sector that reaches 3 bln Euro in Italy, employing 150,000 people and 50,000 companies. Its strong point is the combination between tradition and innovation, its energy is rooted in a job passed down from generation to generation, mixing know-how and innovative technologies, and is open to new products, channels and markets.





During the 2016 edition –among backstage, well-finished and well distributed stands, nice spaces and well-measured offers –the old fruits have been accompanied by wireless incubators, traditional pots have been accompanied by modern design containers, which are the result of new technologies and recycling processes. New substrates, seeds and soils were close to healing herbs and phytosanitary products, new aromatic fragrances, vegetable garden fruits and green decorations with potted or non potted ornamental plants, typical Mediterranean plants like cactuses, succulent plants, bushes and trees. Professionals employed in nurseries, greenhouses, vegetable gardens, gardens, balconies, terraces, parks, hotels, pitches have found in Myplant & Garden a variegated and more and more complete business point, which included structures, services, software, tools, logistics, labels, publications, buildings. The list is as wide as the 15,000 sqm where the 441 exhibiting companies have met, found ideas, begun relations and business agreements.

Also the third edition is clearly designed for the landscape world, to offer a privileged point where projects concerning open-air spaces –public, private and reception areas –meet the professionals working for the maintenance and supply of green areas, soils, infrastructures and subsystems. It has been a growing success, which, in 2016, has recorded the presence of public garden, park and local administration professionals (like some professional associations, entrepreneurs, politicians, universities, research centres and associations) and their participation to the rich calendar of meetings, conferences, presentations and round tables dedicated to the key topics for our future (biodiversity, sustainability, natural resources, nursery-flower and plant production, requalification of green areas).

Also the distribution channels, well represented by the visitors, have found many ideas while visiting the stands reinterpreted according to the newest experiential logics and meeting many offers for products, solutions, items and ideas. Among these, the gadget and decoration areas have shown a special dynamism, involving all the visitors in shows, scenography, and installations with an international flavour.

'It is no coincidence, so the organization office says, that 40% of the visitors were represented by the distribution channels (shop owners, retailers, garden centres, agricultural consortiums...) and the trade channels among nurseries and flower and plant producers. If we add a good amount of wholesalers, the import/export operators and the buyers of the big distribution channels, we are dealing with a fair that attracts a public of 60% of immediate potential buyers and almost 40% of visitors who are going to buy later (maintenance technicians, gardeners, agronomists, architects, companies, hotel and touristic managers, professionals and service companies). This fair is finding the right channel to develop the business sought by companies and operators. The fact that at the end of April (only 2 months after the end of the 2016 edition) more than one pavilion has already been booked confirms our vision and pushes us to do more and to do it better'.



MYPLANT 2016: VISITORS AND INDUSTRIES

SHOP OWNERS, RETAILERS, GARDEN CENTRES, AGRICULTURAL CONSORTIUMS...	22%
NURSERIES (PRODUCTION/TRADE)	17%
GARDENERS, MAINTENANCE TECHNICIANS	17%
ARCHITECTURE, CONSTRUCTIONS, LANDSCAPE	13%
WHOLESALEERS	13%
IMPORT/EXPORT	4%
AGRONOMISTS	4%
LARGE RETAILERS	3%
PUBLIC ADMINISTRATION TECHNICIANS	3%
VARIOUS SERVICES	2%
HOTELS AND TOURISTIC ACCOMMODATION	2%

MYPLANT 2016: VISITORS' MAIN AREAS OF INTEREST (MULTIPLE CHOICES)

NURSERIES: GREEN PLANTS AND FLOWERS, SEEDS	72%
POTS: POTS AND PROFESSIONAL CONTAINERS	38%
GREEN ARCHITECTURE AND CONSTRUCTION	36%
TECHNIQUES: SOILS AND FERTILIZERS	31%
DECORATIONS: DECORATION AND ITEMS FOR FLORISTS	29%
FLOWERS: CUT FLOWERS	28%
MACHINERY: MACHINERY AND EQUIPMENT	26%
SERVICES: SOFTWARE, HARDWARE, LOGISTICS	13%

The foreign exhibitors (18%) in the 2016 edition were mainly from the Netherlands, followed by Germany and Denmark. The visitors from abroad (11%) were distributed as follows: Switzerland (17%), Netherlands (13%), Germany (12%), France (11%), Belgium (4%), rest of Europe (29%), Asia (9%), Africa (3%), America (2%).

Myplant & Garden – International Green Expo

Fiera Milano – Rho Pero | February 22-24, 2017 | 9AM-6.30PM | frequency: yearly | visitors: professionals
 Organization office: VG Crea, via Imola, 2 - 20158 Milano, Tel. +39 02 6889080, Fax +39 02 60737218
info@myplantgarden.com | www.myplantgarden.com

Press office
 Ferdinando Crespi
ferdinando.crespi@tiscali.it