



Myplant & Garden 2017: an even richer edition!

“We are optimistic, says the organization office. The third edition of the international green fair will be a turning point in the industry. After the good start and the boost of the second edition, this year we are defining the bases for a more definite industrial plan”.

The curtain on Myplant goes up on Wednesday, February, 22nd. The third edition of the three-day international fair dedicated to the green industry – and not only- inaugurates a livelier, more elegant, accurate and richer edition than the previous ones.

With the upcoming spring the 30,000-m² pavilions 16 and 20 of Fiera Milano bloom again. In the first edition there were more than 300 brands on display, which became 441 in 2016. During that edition the pavilions represented a boost for this important and excellent industry, which was in a deadlock. The choice of a trusted trade fair was necessary. When you work together, sharing the same method, transparency and goals, the market reacts and sends clear signals.

Visitors and companies, from decoration to motorized garden equipment

More than 10,000 visitors participated in the 2016 edition, approximately 60% were the sales channels –shop owners, retailers, garden centres, consortiums, flower and plant nurseries, wholesalers, importers/exporters, buyers of large chains of stores) and approximately 40% were second-line buyers (professionals, gardeners, maintenance workers, agronomists, architects, companies, service companies, public garden, parks and local administration technicians). Visitors will enjoy a variegated, accurate and detailed offer, at the same time traditional- and innovation-oriented.

Old, minor and recovered fruits will be accompanied by wireless (domestic, professional and industrial) incubators for small plants, traditional vases will be together with new generation containers, new technologies and recycled items. New lines of ground layers, peats, seeds and universal soils, but also organic and vegetable soils enriched by amino acids and proteins, virgin soils and bare-root, root ball and potted plants will be displayed with medicinal plants and phytosanitary products, new aromatic essences and citruses, vegetables, fruit and decoration plant nurseries, hedges, decoration, potted or non-potted plants, typical Mediterranean plants like cactuses, succulent plants, small bushes and trees, hardy perennials, grass families, pre-vegetated mats and many ideas for vegetable gardens, gardens, greenhouses, balconies and terraces, open-air areas, including furniture, vases and accessories of every kind, colour, material and size. A wide area will be dedicated to grass, sports and urban and even vertical turfs –with many home solutions as well. There will also be many accessories and tools for gardeners and maintenance workers, including statues, sculptures, fountains, lighting systems and pavements.

A wide range of technologies will be on display: the quantity and quality of the products are guaranteed and will include span structures, rootstocks, rootstocks for dwarfed plants, micro-propagation labs, structures and systems for protected cultivations, practical mini-greenhouses for early and protected plants, phytosanitary products, plants for reforestation and green requalification, large selection of services (from IT to labels, logistics, prints, software and publishing). Also the flower decoration and the motorized garden equipment companies will present new ideas and products for their curious and interested audience.



New targets

Also the third edition will focus on landscape and will be a privileged meeting point for the private, public and accommodation companies of the green sector, the green conservation companies and the suppliers of plants, soils, infrastructures, lighting systems and subsystems.

Some architecture studios looking for new suppliers and working partners for their projects, outdoor design brands and construction companies will also participate. The Green Factory Project is currently being studied: it is an area dedicated to the outdoor living, with nature, wellness and design under the stars, surrounded by the landscape: water, plants, furniture, accessories for a more and more refined outdoor style for companies, accommodation facilities and clients.

Also the **lighting** sector will be part of the international green expo. Light plays an essential role in the discipline, beauty and safety of the landscape and of green areas. Be it in the city or in the outskirts, at home or in the streets, light will be one of the protagonists in February.

The presence of the sector of lighting for exteriors - represented by leading brands and new collections - will be enhanced by events, installations, meetings and round tables, not to mention the partnership with **AIDI, Associazione Italiana di Illuminazione**.

Events

The rich schedule of special events, awards, conferences, meetings, seminars and round tables for the international green fair is currently being organized and some guidelines are already clear. From green jobs to Architects meet Green and to Urban Green Management, the sector dedicated to the construction, conservation and management of the urban green areas involving companies with dedicated stands, experts and cultural promoters (with SIA, the Italian Society of arboriculture, the Associazione Direttori e Tecnici Pubblici Giardini –the Italian Association of Public Garden Directors and Technicians, AIGP, the Italian association of professional gardeners, the Ordine Nazionale Agronomi Forestali, the Italian Association of Forest Agronomists, Assoverde, the Italian association of green construction companies, Assoiride, dedicated to the promotion of the green culture....), from aperitifs with the protagonists of the specialized distribution channels to the companies involved in the therapeutic green projects, from the conservation of the public green areas and lawns to the presentations about the international market trends and the green company management, from the arboriculture to the cycle path projects, the professional training events and the phytomedicines, the historical parks, from the new ideas in the sector to the contest “I Giardini di Myplant” (Myplant’s gardens), from ad hoc settings to flower shows. The topics to be discussed include the topography, the analysis of the requalification areas, the programming, census and assessment of the stability of trees, the consolidation of monumental trees and roots, the situation of the green list of the new Piano di Azione Nazionale (Italian action plan), the interaction between Co2 and trees, the new certification of the association of gardeners. There will also be some technical round tables with green experts who will provide the fair visitors and exhibitors with solutions, ideas and suggestions: examples, contacts, business opportunities, meetings, ideas, collections, training, research, suggestions, markets for the exhibitors and visitors are some of the elements of Myplant’s third edition: a large public area for communication, exchange and dialogue.

The keywords in the Piazza della Decorazione (Decoration Square) are: creativity, innovation, inspiration, expertise and passion. The great international masters in flower decoration - from Germany, Italy, Norway, Slovenia and Spain - will meet and challenge one another at Myplant through beauty, colours, scents and genius.



There will be **six themes** and six settings. The guidance of the flower designer Rudy Casati, and the direction of **Fondazione Minoprio** will help to interpret the themes. The sense of innovation will play its part also in the seventh setting, where classic and new, romantic and creative will stand side by side thanks to the genius of Silvano Erba and the expertise of **Federfiori**.

Moments and exhibitors are carefully selected for agronomists, gardeners, planners, architects, engineers, public administration managers, exporters, importers, garden centres, journalists, wholesalers, distributors, green technicians, retailers, producers, hybridizers, nurseries, florists, accommodation facilities, garden centres, project makers, event managers. Big names of the design, distribution, sales, market analysis, flower decoration, public administration, associations, universities, professional association and publishing sectors.

The rich and intense exhibition schedule, the buyer hunting activity, the special initiatives, meetings and exchange opportunities will make Myplant become a unique business and relation platform in Italy, a driving force for renewed energies, a key for new markets, a large meeting point for the international green business.

Myplant & Garden – *International Green Expo*

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