

FieraMilano: Myplant & Garden, the new flower and plant trade fair

A professional show wanted by the companies of the excellent 3 billion Euro sector. "In the year of EXPO Milan shows the green heart of Italy".

Milan, January 2015. Myplant & Garden, the professional trade fair for flowers, plants and gardens, will take place from February 25 to 27, 2015 at FieraMilano Rho-Però.

Sponsored by EXPO 2015, the exhibition has obtained the "international" qualification since its first edition, confirming the quality job made by the organization office to create a great trade fair, conceived by a group of companies in the sector, aimed at becoming the central reference point for the entire Italian sector and not only.

Registrations

During the first days of the year, the registered companies have become more than 220, representing a (constantly evolving) market which mirrors Italy's excellence with a turnover amounting to 3 billion Euro, almost 50,000 companies and 150,000 professionals and always looking for new ideas, markets and re-launching activities.

New business opportunities, contacts, high level partners to meet, commercial agreements on services, better representativeness and more power to present sector policies, an independent organization which connects the companies' needs, in order to create an efficient event in a prestigious location: these are some of the keys to interpret this success, which will exhibit the flower and plant excellence in Milan, in the most central, international, prestigious and convenient fair location in the Belpaese.

From motogarden to constructions

Milan will show Italy's green heart ranging from motogarden companies to consortiums, from districts to sector associations, to institutions and small and big producers.

Furthermore, for the first time, the trade fair will offer also business opportunities to connect flower and plant to construction companies specialized in re-qualification and re-development of green areas, from urban plans to cycle paths, from light infrastructures to plans aimed at improving urban and metropolitan areas.

Visitors

Wide parterre of visitors from Italy and abroad, starting from ELCA (European Landscape Contractors Association) delegations to managers and technicians working in public green areas, large scale and specialized retailers, green professionals (gardeners, agronomists, architects and landscape designers), managers of public places and hotels and so on.

Furthermore, the incoming activity of foreign buyers is coordinated with FieraMilano offices and the international branches of Unicredit bank and is focused on people from Turkey, Germany, Russia, Austria, Croatia, France, Morocco, Holland, Switzerland, Tunisia, Azerbaijan, Ukraine, Poland, Czech Republic and Slovakia.

Events at FieraMilano and around the city

In its pavilions Myplant & Garden will offer meetings, discussions and professional training initiatives, theme exhibitions, installations dedicated to green living and special theme areas, whereas outside the trade fair, in some strategic places around the city, there will be emotionally attractive scenic designs in partnership with AIAPP (Association of Italian landscape architects).

A big area at FieraMilan will be dedicated to masters from the main Italian flower art schools, who will share their ideas on classic and new trends in flower decoration. Outside the pavilions, in the city, restaurants will make commercial agreements –offering special prices and ad hoc dishes for customers showing Myplant & Garden entrance tickets –and the same will do some selected flower and plant retailers, offering special discounts during the period of the most important green expo in Italy.



Myplant & Garden, FieraMilano

Market, events, news. The list of exhibitors is becoming longer and institutional and association partners more and more.

Milan, November 2014. Myplant is receiving a positive feedback from market players. Even in a difficult general context. Companies, districts, associations and consortiums, as well as professionals who are organizing customized training conferences (landscape architects, agronomists etc.) are looking at this event with growing interest.

The professional trade fair received also EXPO 2015 official sponsorship and numbers among its first partners AIAPP Lombardy (landscape architecture), ANVE (flower nursery exporters), APGI (parks and gardens), Assoflora (producers from Abruzzo), Associazione Milazzo Flora (Sicily), Florbusiness (Apulia) and Made4Diy (diy and garden): "But we are also open to new dialogue and debate channels –says the organization office – with other local associations and institutional partners. The idea is to create business opportunities and contacts, to debate with high level partners, to be entitled to services with special prices, better representativeness and more strength in making sector policies. The interest towards this event is growing, along with its credibility".

The first people to believe in it are the members of Myplant Consortium, which has recently welcomed new partners, thanks to its principles of transparency, dialogue and sharing.

Myplant and the Italian market Production, import and export

A sector which "has had and will have better moments: a change of direction that we would like to promote with these great events for the entire flower and plant sector. We have some data collected by Istat and Ismea: they show that in 2013 the Italian potted flower and plants production was about 1,224 millions Euros, while plant nurseries reached 1,265 millions Euros. According to Istat data, both potted flower and plants and plant nurseries represent 2.5% of the Italian total agricultural production.

This import amount (almost 4% of the Italian agricultural import) has diminished to 483 millions (75% indoor plants, 25% outdoor plants), whereas the exportations, even if growing slower, amounted to 670 millions at the end of 2013 (more than 10% of the Italian exported agricultural products).

The imported quantity was 28,419 tons of fresh cut flowers (20,254 tons were exported), especially from the Netherlands, Thailand, Ecuador and France, and 5,899 tons of leaves and foliage (15,276 exported tons), especially from the Netherlands, France, Germany and Spain".

As far as the import-export sector, the ratio is positive. "Our production always ranks on the podium for requests from EU countries, which are the greatest importers: Italy is the second supplier for Germany, France, Belgium and the Netherlands, third for Great Britain and Austria (according to GTA sources). More generally, the EU flower and plant exportations towards non EU countries concern Switzerland, Russia, Norway, Turkey, USA, Ukraine, Japan and Azerbaijan".

Almost 70% of the Italian exported products are outdoor plants, whereas 32% are indoor ones. "To promote the access to foreign markets, we are making agreements with specialized foreign institutions and agencies, so that we can get in touch with big buyers, wholesale dealer and importer associations. In this area, FieraMilano is one of our main partners".



Distribution and market geography

“The mapping of inland distribution is more complex and, according to official sources, dates back to the industry census (2011), according to Ismea, Mipaaf, CRA and Istat data: more than 16,600 flower and plant shops (27,500 employees), 21,000 retailers (35,000 employees) and 2,300 wholesale structures (7,300 employees). 65% of potted plants are meant for domestic use through shops (38%), garden centres (31%), supermarkets (12%), kiosks (6%) and other channels, whereas the residual part is divided between public and service sectors”.

“We are analyzing the geography of production, on one side, and of consumption, on the other side: Liguria leads the special rank (according to the percentage weight of the number of companies and hectares) of flower and plant producing companies.

Campania, Tuscany, Lombardy and Sicily follow as far as the number of companies, whereas, as far as the surface used, the ranking order after Liguria is as follows: Sicily, Lombardy and Tuscany. The plant nursery sector is different, following the same criteria (% of the total number of companies and hectares): Tuscany, Lombardy, Veneto and Piedmont lead the rank, followed by Friuli VG and Emilia Romagna as far as the hectares, and Sicily and Apulia as far as the number of companies are concerned”.

The total expense for families was around 2.3 billion Euros in 2012 (1.4 billions for flowers, more than 940 millions for bushes, trees and plants). The private purchase of plants, trees and bushes is especially located in the Centre-North (around 60%), whereas cut flowers are more purchased in the Centre-South (57%). The average expense per purchaser was 80 Euros for flowers and plants, 60 Euros for cut flowers and almost 50 Euros for trees, bushes and plants.

“To give a new lease on sales the fair trade will show many new ideas: previews of new collections, innovative tools and machines, the latest hybridization projects, containers, logistic services, managing partners, windows from the districts, services for producers. Many new ideas to represent the importance and passion of companies, entrepreneurs and professionals in the sector. On our social channels, Facebook first, we are presenting some of them. If we go on like this, I’m afraid we will not have time to present all of them before the event starts: we are living in a time when facts speed up and pass our intentions”.

Shortly there will be also some dedicated events, shaped on the product offer: from flower compositions for professionals to exhibitions on the “history” of garden centres, to in-depth analyses on bio-masses and phyto-purification, to topiary shows and meetings about markets, trends, projects and exceptional landscape creations.

Strategic places in the city are being currently evaluated in order to place highly attractive installations, and a big conference on green projects and planning will be held. Great attention will also be focused on the development and creation of public and private gardens through requalification of green areas.

A design exhibition will be set up and dedicated to pots as furniture, trendy and fascinating elements, and the potentialities of new battery machines will be shown and demonstrated to green technicians. And that is not all”.



News from Myplant & Garden trade fair

Garden machinery: also **Stihl-Viking** and **Cormik** will participate to Myplant. Important spaces to show the latest products.

AIAPP Lombardy, ANVE, APGI, Assoflora, Associazione Milazzo Flora, Florbusiness and Made4DY are the first **partners** of Myplant & Garden.

EXPO officially sponsors Myplant & Garden –International Green Expo

Fiera: Myplant & Garden **Consortium** gets bigger: in addition to the founders, there are Cattaneo Bruno, Christensen, Garden Service, Cactusmania, Artigianfer, Corino Bruna, Giambò piante di Giambò Vito.

Florbusiness stops over in Milan: the preview of the public presentation of the 10 companies from Apulia will take place at Myplant & Garden.

TOP Buyer: the operations to bring TOP international Buyers to Milan have started. Agreements with operators from Croatia, Morocco, Switzerland and Tunisia are on the way.

Trade fair: **8 sectors** to give new life to the flower and plant sector and to support the garden sector growth.

Trade fair: after Flowers Expo (Moscow) and Iberflora (Spain), Myplant & Garden will be at Flower Show (Turkey).

Trade fair: **green buildings and projects**, a sector with great potentialities, will be present with stands and public relations spaces, to connect producers, project managers and PPAA.

Myplant is partner with **Christmas Flower Trend** and will be present with a meeting space at Mefit-Mercato Fiori Piante Tuscany, in Pescia.

Training events will be held at Myplant and will give professional credits (compulsory from January 2014) , acknowledged by professional associations.

News from the market

Market, 2013: the Italian flower and plant production amounted at 1,224 millions Euros, whereas the plant nursery production reached 1,265 millions Euros.

Expenses, 2013: the total expense of Italian families was around 2.3 billions Euros in 2012 (1.4 billions for flowers, more than 940 millions for bushes, trees and plants).

Expenses, 2013: private plants, bushes and trees purchasers are mainly from the Centre-North of Italy (around 60%), whereas the cut flowers prevail in the Centre-South of Italy (57%).

Distribution: industry census (Ismea, Mipaaf, CRA and Istat sources, 2011) registered more than 16,600 flower and plant shops (27,500 employees), 21,000 retailers (35,000 employees) and 2,300 wholesaler (7,300 employees).

Veneto: potted plants, in September cyclamens, September chrysanthemums and heathers sold well. Good request for Phalenopsis among indoor plants.





Sicily: in September potted plants sold well especially in the North of Italy, Germany, Great Britain, the Netherlands and France.

Market: good September 2014 for Tuscan companies which provide large scale retailers with potted plants.

Market: in 2013 the average expense per purchaser in Italy was 80 Euros for flowers and plants, 60 Euros for cut flowers and almost 50 for trees, bushes and plants.

Nursery plants: in September in Pistoia there was more request for bushes, shrubs, rose bushes, plants for hedges, shaped plants, Mediterranean blossomed bushes, bamboos, cypresses and conifers. Good request for garden plants from Germany and for fruit potted plants from France.



Myplant & Garden –International Green Expo: the new trade fair conceived to give a new lease on life to the floral sector in Italy.

*FieraMilano Rho-Però: the most central, international and prestigious location in Italy.
A new trade fair, a new location, managed by a consortium of floral companies and an independent organization office.*

A strategic project based on transparency, dialogue and discussion to offer new markets, new ideas and new partners to floral companies.

To give new importance to the floral sector, equal to the highest standards.

At the end of February 2015, the project Myplant & Garden-International Green Expo will take off.

During the year of EXPO, Milan welcomes the world and shows the green heart of Italy.

Milan, October 2014. Myplant & Garden: the green sector at the heart of the business

The re-launch of the Italian flower and plant sector must necessarily include an important and internationally acknowledged trade fair in a prestigious and central location, organized by expert and trustworthy people, who care for the 'system' and work to make it become the new reference point for the green sector at 360°: flower and plants, with all the shades and sectors connected, in addition to sustainability, beauty, healthiness and life quality, green building, landscape culture, professional training. Also to address people who are new to this kind of event.

Therefore, Myplant & Garden project is growing: thanks to the efforts made by the organization office and the homonymous consortium, there are more and more companies in the sector which are going to take part to the initiative. A new location, a new trade fair, to find new ideas also with new organization methods.

International tastes

The recent and upcoming events, after the first road shows in Italy, include also institutions taking part to the international events in Russia (just finished), Turkey and Spain, just to mention some of them. The aim is to attract both new exhibitors and new professional visitors from all over the world.

That is why a new international advertising campaign will start soon, whereas the first foreign exhibitors (we received some registrations from Germany and Holland) have decided to attend by word of mouth among professionals. The list is going to become much longer.

The process of selection, invitation and hosting of international buyers will be coordinated together with a special office established by one of the biggest Italian bank groups, with branches all over the world.

No speculations!

All efforts are aimed at creating new business opportunities for the exhibitors, for whom we are preparing a customized trade fair: professional organization, transparency and a wide qualified public on an efficient, beautiful and innovative business platform.

If someone wants to speculate on the crisis in the sector, we respond with a professional and transparent project.

A project which is not only a trade fair event. Myplant & Garden is not a tactic move, it is part of a strategy: there is an action plan directed to the upcoming years, which aims at consolidating the trade fair brand and developing it as an Italian hub for Europe and for the world concerning the green sector and all that goes with it.

This is what the flower and plant companies want and on this we are working. Together, every day. Starting from the very heart of business, Milan.





The most powerful sounding board

With Myplant & Garden EXPO 2015 motto "feed the planet, energy for life" will start a long project of communication, advertising and attraction. Milan, a city with a really worldwide known fair trade-system, which is not peripheral or marginal at all, can transform the trade fair in a real and tangible investment both for exhibitors and visitors.

New market trends start, new life styles blossom, new great entrepreneurial visions sprout up and take root in Milan. Therefore the green sector becomes the core of the business. The flower and plant sector in Italy is as good as in other countries. It is the result of a hard, intense and constant work, from generations. It has a great energy and is looking for high standard reference points: central, honest and international.

Myplant & Garden, Fiera Milano Rho-Pero, Milan, Expo 2015: the most powerful sounding board ever.



Breaking news: Myplant & Garden's Florbusiness partner

Milan, September 2014. This year the appointment with [Florbusiness](#) stops over in Milan! The 10 prestigious companies from Apulia will offer a preview of their innovative ideas at Myplant & Garden's on February, 25-27, 2015, and then, like every year, will move to Apulia on March, 3-6.

Florbusiness, one of the most important events in the Italian floral sector, reveals in advance its 7th edition and presents its innovations in Milan, at Myplant & Garden –the new professional flower and plant trade fair.

The 'insights on the flower and plant sector in Apulia', which has a dedicated area at the entrance of Myplant & Garden trade fair, will add visibility to the most important entrepreneurial activities in that region, part of a globalized reality.

Fiera Milano-Rho Pero | February, 25-27, 2015 | 9.00 a.m. -6.30 p.m.| Frequency: yearly| Visitors: professionals | Organization: VG Group | Secretary: VG Crea, via Imola,2 -20158 Milan, Phone: +39 02 6889080, Fax: +39 02 60737218 - info@myplantgarden.com | www.myplantgarden.com

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