

Myplant: 23-25 February 2022

The official date of the most important professional trade fair in Italy for horticulture, garden and landscape has been confirmed. The sixth edition of **Myplant & Garden** will take place from **23 to 25 February 2022** in **Fiera Milano-Rho**.

Milan, 17 May 2021 - This piece of news is meaningful for both the Italian and the international industries. It is a strong signal of restart for production, commerce, and economy post-corona.

According to the data presented by AEFI (association for exhibition and trade fairs in Italy) to various ministries, **200,000 companies** choose Italian trade fairs every year, because of their strategic role in the corporate growth and development. Italian trade fairs generate a turnover of over **60 billion Euro** and they boost **half of the Italian export** around the world.

In this scenario, **Myplant** has rapidly brought the garden industry in the **focus of international markets**, offering an ever more qualified platform for business, presenting new opportunities, new channels, and sharing the most significant trends and innovations in the sector.

Notwithstanding the declarations of the government, the Italian trade fair world – second player in Europe, and fourth on a global level – is **still waiting** for the promised help and contributions outlined in 2020. This predicament, as the recent release from AEFI confirms, is leaving the organisers of trade fairs that bring wealth to the whole country with no support, thus creating a dangerous market asymmetry with its international competitors.

However, if the choices and strategies of the institutions still seem blind to the situation, **Myplant & Garden will present the best of production, technology and innovation to the operators of the garden industry in February 2022**.

It will do so **in compliance with** health regulations and it will **take good care** of the thousands of companies and professionals that have participated in and contributed to the event over the years. Thanks to them the trade fair has become a unique phenomenon of experiences, business and relations in the international panorama, an event that generates expectations and that is an asset for the whole industry.

"Companies deserve it, visitors deserve it, all those who have put a lot of time, effort and passion in cultivating this event deserve it. The fair has always been successful and positive for everybody, and it wishes to keep being so."

We keep growing, we keep doing it together. Let's start over from February 2022.

Myplant & Garden – International Green Expo

Fiera Milano – Rho Pero | 23-25 February 2022 | cadence: annual | visitors: professional only | head office: VG Crea, Milan, Tel. +39 (0)2.6889080. info@myplantgarden.com | www.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.