

Myplant & Garden: 23-24-25 February 2022 Fiera Milano

Expectations for the most important trade fair for the garden industry are growing. Myplant 2022 will be once again an extraordinary occasion in which Italian and international operators will be able to meet in person. The sixth edition of the event is ripe with news and innovations, from seminars to MyplanTech.

Milan, November 2021 - After announcing the official allocation of the exhibiting halls for the upcoming sixth edition of Myplant & Garden – which will take place in the historical halls 12-16-20, for a gross exhibiting surface of 45,000 sqm – the organisers are evaluating a possible expansion to a fourth hall, *“considering the numerous requests that are coming to our offices every day”*.

The layout of the halls will be organised as follows: hall 12 will host both the worlds of floristry and *home & garden* decoration and that of *garden care*. Hall 16 will host services related to the garden industry, garden care, potted plants and flowers, whereas hall 20 will welcome nursery products side by side to landscape architecture, garden maintenance, motorgarden and the sports facility sector.

Motorgarden will also feature an outdoor area for live demos between halls 12 and 16.

“The 3 halls are full. The idea of expanding to a fourth hall has come naturally after all the new requests of application to the fair. We are negotiating with Fiera Milano about this and we are positive that we will be able to open also the fourth hall”, confirm the organisers.

The possible expansion is also due to the wish to highlight the role that Myplant & Garden plays in the garden industry, its value in offering a stage where to discuss current themes such as the digital and ecological transition (PNRR, Italy’s national plan of rebirth and resilience), and the international vocation both of the exhibiting companies and all the operators involved. These themes have always been central to the trade fair, and are now as topical as ever.

For this and other reasons, Myplant will present MyplanTech, a new feature that aims at becoming the melting pot for innovative research in the garden industry from 2022 onwards.

MyplanTech will become an exhibiting sector in which specific knowledge and skills will intermingle in order to create a better future.



Side by side to innovation, Myplant will introduce other crucial themes such as the role of public administrations and landscape architects in redefining urban regeneration policies, or such as the 'fair' production of vegetable material. The analysis of the performance of sales channels, the best solutions for the maintenance of sports facilities, and the exploration of the best practices to make specialised retailers more efficient will also be tackled. The event will also offer professional updates and a rich palimpsest of meetings, workshops and events concerning floristry and the wedding industry. Floral-fashion runways will celebrate the mingling of fashion and flower compositions.

Myplant & Garden – *International Green Expo*

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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.