

## Counting down to Myplant&Garden in Milan



The 8th edition of Italy's most influential commercial ornamental horticulture event, Myplant&Garden opens tomorrow in Milan and will last until 23 February 2024.

The show will build on last year's success when it featured 655 exhibitors, and 23,000 attendees on a show floor spanning 45,000m<sup>2</sup>. Green professionals will again experience a state-of-the-art showcase of flowers, houseplants, annuals, trees, shrubs, agtech, machinery, and everything in between.

The 'Natural Evolution' themed Myplant & Garden 2024 show promises to be packed with new ideas, novelty plants and information with a strong focus on biodiversity, sustainability and the commercial production of ornamental plants.

The organisers have segmented the exhibit halls into eight main categories to enable buyers to shop for products and services efficiently. The product areas are home to nursery stock, cut flowers, home décor, pots and containers, machinery, garden maintenance, landscaping and services.

Set to be a popular attraction for attendees, the Garden Centre Experience pavilion will feature new trends and merchandising concepts for the garden retail industry. The show's novelty showcase is an area dedicated to novelty flowers and plants and is closely linked to the Myplant & Garden Awards. Set to attract huge crowds is a purpose built wedding pavilion.