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IEG takes majority stake in Myplant&Garden organiser V Group



MILAN, Italy: According to Italy's leading horticultural media outlet *Il Floricoltore*, the Italian Exhibition Group S.p.A. (IEG), listed on the Euronext Milan stock exchange and active for the convention centers in Rimini and Vicenza, has acquired a majority 75 per cent stake in V Group, organiser of Italy's leading horticultural trade show Myplant&Garden.



Valeria Randazzo will continue to serve on Myplant&Garden's board.

IEG says the acquisition is a 'strategic' one, adding value to the company's trade show calendar. President Lorenzo Cagnoni says, "The ultimate goal is to create business growth and new horizons. We are currently putting the finishing touches to a project that will create synergy between Myplant&Garden exhibitors and a number of IEG trade shows focused on outdoor living. The result of which will become clear in 2023. By November we will be able to provide more details."

The IEG news comes with organisational changes as Marco Orlandelli has been appointed as the consortium's new president. Orlandelli succeeds Gianpietro d'Adda who has served the trade exhibition for seven years.

V Group owner and MyPlant&Garden organiser Valeria Randazzo, however, will continue to be one of the board members. She says she is "delighted that a big name in the trade exhibition world such as IEG has decided to invest in Myplant's future."

Myplant&Garden's offices will remain in the Fiera Milano Rho convention centre. The 2023 Myplant&Garden show is set for 22-24 February 2023.