

**MYPLANT & GARDEN**  
**Growth, offer, internationality:**  
**towards the V edition**  
**of the International green expo**  
**(20-22 February 2019, Fiera Milano Rho-Pero)**

**Milan, July 2018** – The most important and complete international trade fair for horticulture in Italy is getting ready for **February 2019**, after processing the excellent response gained during its fourth edition in a scenario of continuous growth. The starting point for the fifth edition is the situation in the halls: the sale of stands is following a positive trend.



After the success of the **dOT-Design, Outdoor, Taste** event (60,000 visitors) during the Fuori Salone del Mobile in April – which has transformed Piazza San Marco in Milan in a sparkling and refined Mediterranean garden made of vegetation and outdoor furniture – the organization has started its promotional tours in Italy and abroad: it is meeting consortiums, associations and companies, and it is also promoting the **'Bonus Verde'** through communication and sponsorship campaigns and through its participation in technical and professional meetings on various levels. Meanwhile **'Guerrilla Gardeners'**, the new **TV show** on **La5** (Mediaset) dedicated to the green-fingered, whose casting had taken place in the halls of Myplant 2018, has started in May. Among the prizes for the winners there is the participation in the next edition of the International green expo. The participants in the show are followed and supported by **Alba Franzoni**, flower designer (*L'ecole des fleurs*) and **Filippo Faccioli** (expert gardener), members of the organization of Myplant & Garden.

Moreover, the project that won the competition **'I Giardini della Sport Therapy'** will start in October. The competition is organized by Myplant & Garden and **Fondazione Minoprio**, with the coordination of Arch. Umberto Andolfato (AIAPP). The project will be realized by a team of women who will transform the roof

garden of the **Centro Maria Letizia Verga per lo Studio e la Cura della Leucemia del Bambino** in Monza (a hospital dedicated to the care of **childhood leukemia**) into an open-air therapeutic gym.

Last Spring the organization of Myplant & Garden has worked on a **renewal** of the layout of the halls in order to make the exhibiting space more even and it has outlined the **goals** for the next edition: insight and further enrichment in the offer – which is already unique in the panorama of Italian trade fairs --, increase of international participants thanks to a deep analysis of the exhibitors' needs.

During the last edition, **150 official foreign buyers' delegations** have confirmed their interest and satisfaction. The delegations have come from Algeria, Armenia, Azerbaijan, Belgium, Belarus, Bulgaria, China, Croatia, Czech Republic, Denmark, Estonia, Finland, Georgia, Greece, Hungary, Israel, Kazakhstan, Kuwait, Latvia, Lithuania, Macedonia, Montenegro, Morocco, Poland, Portugal, Qatar, Romania, Russia, Saudi Arabia, Serbia, Slovak Republic, Slovenia, Sweden, Switzerland, Tajikistan, Tunisia, Turkey, UAE, Ukraine, UK, USA, Uzbekistan, besides the more traditional importing countries. *“The aim for 2019 is to implement the presence of buyers in order to bring to the heart of international markets the best of the industry.”*

The exhibiting grounds will develop in halls **12** – which has debuted in 2018 – **16** and **20** on **45,000 sqm**. They will be enlivened by **8 macro-sectors** (nurseries, cut flowers, decoration, pots and containers, garden care, machinery, landscape, services). After a quick look at the hallplan one notices that hall **20** will have 2 conference rooms in order to host the professionals who will participate in the seminars in an ever greater number. The area reserved to landscape, design and materials will be characterized once again by the **'strada dell'edilizia'** and by the presence of design studios looking for new suppliers and business opportunities.

A new area dedicated to **sportsgrounds** will debut in view of an involvement of the professionals in a thriving field – from seeds to machinery, from design to materials. Next to it there will be another innovation dedicated to the sector of **tree-care**, which will be of interest for the sector of professional, urban and forest arboriculture. During the three days of exhibition there will be seminars and workshops led by institutions, international spokespeople, associations and Italian companies in the field. The sectors involved will be those that deal with services and technologies for arboriculture, the sustainable management of trees, the sector of urban wood, products for urban forestation, specialized nurseries and **machinery**. The organization is extending its investment in the sector of machinery both within the halls and in the outdoor demonstration area.

Hall **16** is already full and it hosts a great variety of companies in the sectors of horticulture, services, pots and containers, and garden care.

Hall 16 will be connected to hall **12**, which will have its own dedicated entrance and, as it has already shown during its debut, which will be a lively area full of innovation. The event-ambiance **Garden Center New Trend** will develop on a larger area and there will be innovative spaces for

**floristry** demonstrations with Italian and international schools that will present new concepts and trends in an open dialogue with the world of **fashion**.

Hall **12** will also host the buyer's lounge and an improved press room that will answer the needs of a growing media interest in Myplant – during the last edition there have been **230** journalists from Italy and abroad that have commented positively and profusely on the exhibition. The foreign press has come mainly from Cyprus, Denmark, Slovenia, Spain, Switzerland, Ukraine, UK, USA.



	<b>2018</b>	<b>2017</b>	<b>2016</b>	<b>2015</b>
<b>Exhibitors</b>	655	567	441	339
<b>International Buyer</b>	150 delegazioni ufficiali	110 delegazioni ufficiali	90	50
<b>Meetings and events</b>	70	40	30	10
<b>Professional visitors</b>	17.300	13.000	10.000	8.500
<b>SQM</b>	45.000	30.000	30.000	25.000

**Myplant & Garden – International Green Expo**

Fiera Milano – Rho Pero | 20-22 February 2019 | opening: 20-21.02: h. 9-6pm / 22.02: h. 9-5pm | cadence: annual | visitors: trade operators | operative office: VG Crea, Milano, Tel. (+39) 02.6889080, [info@myplantgarden.com](mailto:info@myplantgarden.com) | [www.myplantgarden.com](http://www.myplantgarden.com)

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