

## **Myplant & Garden – International Green Expo Work in progress towards the IV edition (21-23 February 2018)**

*The III edition closed its doors with record numbers and a lot of positivity.  
The management is working for the fourth amazing appointment.  
A third hall? “We are thinking about it.”*

*Milan, May 2017* – The last edition of the International Green Expo has shown a clear improvement in quality, in the figures and in the flow of visitors. It has shown a growth in innovation and offer, business opportunities and creativity, meetings and contact opportunities. The International Green Expo has started working on the fourth edition which, for the fourth time, has been granted the ‘**international**’ qualification from Regione Lombardia.

The rumors about the opening of a **third exhibiting hall in 2018** that started circulating hours after the end of the third edition are confirmed by the management of the most important trade fair for horticulture, garden and landscape in Italy. The organization affirms that this hypothesis might be among the innovations in the next edition. *“We have other priorities – the management states – such as the further development of the invitation channels of foreign visitors, the widening and deepening of Italian ones, the refinement of certain exhibiting sectors that have great potential. The third hall, which means a further 15,000 sqm of exhibiting space, is a possibility. It depends on a variety of (positive) factors. It is indeed true – the management concludes – that during the last edition we had to turn down some applications because there was no more space left. Anyway, we’ll be careful.”*

In the background, there is an event that has not only brought life back into the trade fair world, but that is also a drive for the culture around the sector on a professional, creative and design level. The International Green Expo has brought the green sector at the center of debates after years of silence. It has created connections between horticulture, agronomy, creativity, design and the market. It has started top-level formative and informative initiatives on various themes, not to mention a competition for the planning of a green space – Dynamic Gardens – that has already moved its first steps. The first mappings with arch. Umberto Andolfato from AIAPP have already been done. The initiatives involved floricultural districts, included prizes for the most important innovations in the sector on an international level, and the participation of a TV show. All these factors have contributed to the presence of **110 official international buyer delegations and a 12% of foreign visitors**.

In April, Myplant & Garden has planned a very successful green event during the Fuori Salone week in Milan. It attracted public, designers, sponsors and potential new exhibitors by creating the only setting dedicated to **outdoor furniture and living (DOT – Design Outdoor Taste event, 800 sqm in the heart of the Brera District)**. The Summer season will bring partnership programs with other events and the organization of **roadshows in Italy and abroad**.

It is indeed from abroad that came **21% of the exhibitors** in Rho-Pero, mainly from the Netherlands, Denmark, France and Germany. The foreign visitors (12%) as well, have come mainly from the Netherlands, Switzerland, France and Romania. There have also been attenders from China, Africa, Asia and even from the Americas and Oceania.

Among the main sectors of interest selected by the visitors of Myplant 2017, the nurseries took the lead. Visitors themselves well represented the world of gardeners, wholesalers and producers.

*“The profiling of our visitors allows us to say that more than 50% came from sales channels (retailers, garden centers, agents ...) and from the horticulture production. If we put them side by side to wholesalers, import/export operators, buyers from the chains and those invited from the management, we find out that Myplant has attracted more than a potential immediate buyer every two visitors, whereas the rest of visitors was represented by potential buyers such as maintenance operators, gardeners, nurserymen, architects, companies, agents from hotel and touristic chains, professionals and service companies).*

*All of this means that the International Green Expo has gathered in Milan the most important actors in the horticulture, garden and landscape sectors in Italy. This is what both exhibitors and professionals ask for, this is what the whole sector – our primary customer – asks for.”*

### **Myplant & Garden 2017 Facts and figures**

3 days of exhibition (22-23-24 February), 567 exhibitors (+30%>2016; +70%>2015), 21% of which came from abroad (18% in 2016), 110 official, international buyer delegations in the halls, 40 sold-out meetings, seminars, talks and events. More than 13.000 certified visitors (7.500 in 2015, 10.500 in 2016), 12% of which from abroad.

#### **Main sector of interest of visitors** (multiple-choice questionnaire)

Nurseries: horticulture, indoor and outdoor plants 60%  
Techniques: soils, fertilizers, phytosanitary products 31%  
Pots: pots and professional containers 28%  
Architecture: architecture and garden construction 27%  
Machinery: machinery and tools 24%  
Decoration: decoration, floristry and garden decoration tools 23%  
Flowers: cut flowers 22%  
Services: software, hardware, logistics 9%

#### **Visitors by sector of interest**

Sales agent 7%	Institution – Public Administration 1%
Agronomist 4%	Shop Owner – Retailer 8%
Architect – Designer 9%	Operator 2%
Distributor 2%	Event and Services Organizer 1%
Garden Center (with production) 12%	Hotels and Accommodation 1%
Garden Center (point of sale only) 6%	Producer 11%
Gardener and maintenance technician 13%	School 2%
Shopping Malls – Great Distribution 1%	Press 1%
Wholesaler 5%	Nurseryman 11%
Import-Export 3%	

Myplant & Garden is online with [www.myplantgarden.com](http://www.myplantgarden.com) and on social media channels (Facebook, Twitter, Instagram, LinkedIn, Youtube) to allow everyone to find out all the information on the 2017 edition and previews on the 2018 edition.

#### **Myplant & Garden – International Green Expo**

Fiera Milano – Rho Pero – 21-23 February 2018 – opening hours: 21-22.2: 9.-18 / 23.02: 9-17 – cadence: annual – visitors: professional – management office: VG Crea, via Imola 2, 20158 Milano, phone +39 (0)2 6889080, fax +39 (0)2 60737218 [info@myplantgarden.com](mailto:info@myplantgarden.com) – [www.myplantgarden.com](http://www.myplantgarden.com)

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