



Myplant & Garden – International Green Expo

In the biggest trade fair headquarters in Europe, the most important and complete b2b trade fair for horticulture, landscape and garden in Italy presents big news for the February 2018 edition.

In three editions only, Myplant & Garden has changed the Italian world of trade fairs in the sector by becoming its utmost **protagonist**.

It is a unique melting pot for all the actors of the industry in Italy and it is earning more and more approval even on an **international** level, by attracting exhibitors, professionals and buyers from all over the world.

This is shown by the record numbers of the last edition: 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 visitors (12% from abroad).

Myplant & Garden – the **only** trade fair that presents and promotes the whole green industry through its 8 macro-sectors (nurseries, flowers, decoration, landscape, machinery, services, garden care, pots) – aims at confirming in 2018 its role of Italian meeting place for the international green industry, by facilitating the creation of **networks, meetings and business opportunities**, also thanks to the participation of professional orders (architects, agronomists, forestry operators, engineers...), associations (landscape, lighting, horticulture, arboriculture), Italian universities, foundations, PPAA, companies, publishing houses, municipalities, collectives and consortiums, research centres.

The main objectives for February 2018 – when the most important actors in the horticulture, landscape and garden markets will come together – will be to **make known** the innovations in the sector, **promote** products and services, **facilitate** the best contacts, **stimulate** the opportunities of economic development, **give value** to excellence, **trigger** the dialogue between *made in Italy* and the rest of the world, **offer** opportunities for technical and professional updates.

In order to follow this process of growth, the edition 2018 of Myplant will add a **third hall** -- for a total of 45,000 sqm of exhibiting space – will give more impulse to the research of **international buyers**, will develop new **formative and informative themes** relevant to the green industry, will enhance the return of **Italian flower markets** at the fair, will focus on the theme of **decoration**, will create special areas for **machinery, landscape** and **greenbuilding**, will consolidate the offer in an ever more **complete and dynamic** way, **unique** in the whole Mediterranean.

Visit

The fair is open only to the professionals in the field. It is the only trade fair that presents and promotes the whole green industry through its 8 macro-sectors (nurseries, flowers, decoration, landscape, machinery, services, garden care, pots)

An ever-growing number of professionals goes to Myplant because they consider it the best 'marketplace for business and networking' in Italy. Agronomists, technicians, architects, distributors, wholesalers, resellers, dealers, shop owners, producers, gardeners, import-export operators, public administrations, event organisers, owners of hotels and accommodations, forestry operators, nurserymen, engineers, landscape gardeners, agents, all go to the International Green Expo to meet one another, see the innovations, come into contact with new environments, develop new contacts, business and cooperation opportunities.

Exhibit

Becoming exhibitor at Myplant means having the best business and contact opportunities. The trade fair, dedicated to **professionals** only, is the **only one** that is able to present and promote on a national and international level the excellence in the green industry, which is represented in the eight macro-sectors: **nurseries, flowers, decoration, landscape, machinery, services, garden care and pots**.

Showing one's products in the **largest** trade fair headquarters in Europe, in a city **at the centre** of the great communication ways on a global level, in the most **complete and dynamic** exhibition for the green industry in the Mediterranean, means to enter in a unique circuit of business and relations, to meet public and private operators, **international buyers, distributors and professionals**, stakeholders in the green industry, **technicians, producers and dealers**.

Sectors

Nurseries

Young plants, trees, bushes, aromatic plants, fruit plants, exotic plants, plants for the interior, hybrids and all the news in the Italian and foreign markets: the whole horticulture industry finds a window of excellence at Myplant, a fair that is unique in depth of assortment and suitable for a ready and international, visitor.

Flowers

It is an area that has cooperated in the return of the Italian flower markets to the fairs with an international intake for a production of excellence: Myplant dedicates a specific sector to an industry that has recently shown encouraging signs of rebirth. During the days of exhibition accessories and demonstrations will go hand in hand with an ample selection of the best production of cut flowers on a global scale, by facing an international market that is looking for innovation and new trends.

Decoration

Colourful, lively, creative and outstanding, the area dedicated to flower decoration at Myplant is a unique and distinguished stage. It is a meeting place, an area of business and meetings between experts in the sector, trend setters and the great masters of the international flowers schools. This dynamic window to flower decoration gives rhythm to the three days of exhibition with floral fashion shows, decorative performances, and signature installations.

Landscape

Projects, landscape, materials and green building are the sprouting protagonists at Myplant. The fair is the only opportunity that offers to the market an exhibiting and business opportunity that links directly horticulture and specialized architecture for the construction and requalification of green areas – both public and private, both on a small and on a large scale. Professional orders, technicians, PPAA and companies come into direct contact, surrounded by quality and concrete opportunities of development.

Machinery

Maintenance operators, gardeners, architects and landscapers find in this sector all the news in the industry. Machinery for irrigation, soil processing, requalification of green spaces, collection, water treatment and air-conditioning will exhibit side by side with tools for analysis, carpeting, fences, clothing and also to greenhouses, boilers and logistics: it is a world of innovation available to a market that is looking for a new drive and new business opportunities

Services

Insurance, transport, publishing, logistics, programming, IT, consulting, promotion and financial services show their innovations at Myplant with their products and processes – productive, technological, administrative, promotional, logistical, storage – with a distinguished qualitative bias.

Garden Care

Operators in horticulture, hybridisation, research and the green world as a whole find at Myplant the best of the international industry for the protection and exploitation of their production. From agrochemicals to phytosanitary products, from soils and peats to substrates and plant food... a whole universe of products, services and advice essential to embrace the challenges of the global market.

Pots

From designer vases to professional containers, pots show their character at Myplant both as a decorative, aesthetic item and as a fundamental element in the production process. Pots of every dimension, made following both traditional and innovative techniques, with old and new materials, find at the fair a vast, expert and international market.

Myplant & Garden – International Green Expo is organised by **V Group** with the support of the **Consorzio Myplant & Garden**, formed by a group of companies that represent the sector.

Myplant & Garden is online with 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.

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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 – www.myplantgarden.com

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