



**Myplant & Garden 2018:  
the Italian leader in the green industry.  
New entries, Décor Distric and the world markets.**

***The international green expo is going to present to international professionals a unique event.***

*Milan, November 2017 – In the biggest European trade fair headquarters the most important, complete and round professional trade fair for horticulture and landscape is getting ready to start. “By entering in the international green expo the visitors understand immediately that the fair is becoming more and more interesting, full of innovations and inspiration.”*

**The three halls**

The three halls are almost ready for the next edition of Myplant & Garden, and the 8 macro-sectors represented in the fair are steadily spreading on the 45,000 sqm of exhibiting space.

In **hall 20**, side by side to the ripe presence of companies in the industry of nurseries and garden care, there will also be the important names of motor garden. The industry will also have an outdoor area of 300 sqm for demonstrations between halls 16 and 20. Green building and outdoor (swimming pools included) are expanding on an ever larger area, which has its peak in the ‘landscape area’ – launched in the last edition -- where meetings and the presence of international design studios will live side by side. The life of hall 20 will also be enriched by the seminars area and by a group of companies in the Urban Green Management department.

**Hall 16** is well represented by the sectors of horticulture, services for the companies, pots and professional containers and garden care. An exhibition with the theme of landscape is planned to be installed as well.

**Hall 12**, which is connected to hall 16 and will have its own independent entrance, is the new entry in this fourth edition of the fair. Hall 12 will be the area most rich in innovations for this edition as far as content, initiatives and exhibiting sectors are concerned. Side by side to well-known companies in horticulture, garden care and accessories for the outdoor -- such as barbecues, that will also have an outdoor area for demonstrations -- the popular Garden Center New Trend event will open once again its doors with its third edition. This year the Garden Center New Trend will be divided into 6 areas that will follow the ‘small concept, smart business’ notion.

Half of hall 12 will transform into a colourful, bright and animated **Décor District** with flower fashion runways, exhibits and exceptional settings, and flower-design contests with international masters of decoration. There will also be art&craft labs, photo shooting sessions, music themes and a high-profile lounge area where the new trends of flower decoration and indoor&outdoor décor will find their dimension.

Following the business theme, a new edition of GAME (Garden Meeting) will take place. GAME is the event dedicated to retailers in the garden industry, with a big arena open to meetings surrounded by exclusive exhibiting areas. The GDS Break cycle of meetings, instead, will welcome the protagonists of Gds and the companies in the sector, who will face one another on the theme for 2018: 'Selling the garden in Gds -- Service, sales experience and fidelity'.

### The meetings

The most original and current themes in the green industry will attract once again the professionals in the field, from the world of landscape design to that of retail, from production to research. Experts, research centers, universities, professional orders, opinion leaders, international stakeholders, publishing houses, consortiums and institutions will confront themselves on the following topics: #bonusverde, circular economy and bio-economy, monumental trees, new laws, professional and technical education, weeding (rules, techniques, etc.), trees in the city, underground landscapes (roots & co.), maintenance and design, historic parks, professional gardening, the healing powers of plants, creative contests of landscape design, top products showcase and the trends of international markets.



## The international markets

Thanks to the partnership with **Euromonitor International** – the research institute on global markets – Myplant & Garden is able to offer a preview of the trends of the main international markets. These themes (opportunities, prospects, etc.), will be presented during the days of the fair.

The value of the world gardening market (source: **Euromonitor International**) has reached 83 billion USD in 2016. The biggest players are the USA, followed by some European countries and Japan. Italy is placed 7, with good signals of growth.

In order to give trust and invigorate once again production and export, Myplant & Garden has expanded the net of international contacts by welcoming foreign buyers from all continents. The organization intends to augment the quantity and quality of international buyers with the objective of welcoming 150 official delegations.

### **Gardening in the USA**

The value of the gardening industry in the USA has grown with a 3% in 2016 (34 billion USD). The value of sales should reach 34,9 billion USD in 2021.

### **Gardening in Germany**

In Germany the growth has been of 1% (8 billion USD). Record in the sale of plants, trees and shrubs.

### **Gardening in France**

The industry has reached 5,6 billion USD in 2016. The situation is stable, with a good perspective for the coming years.

### **Gardening in the UK**

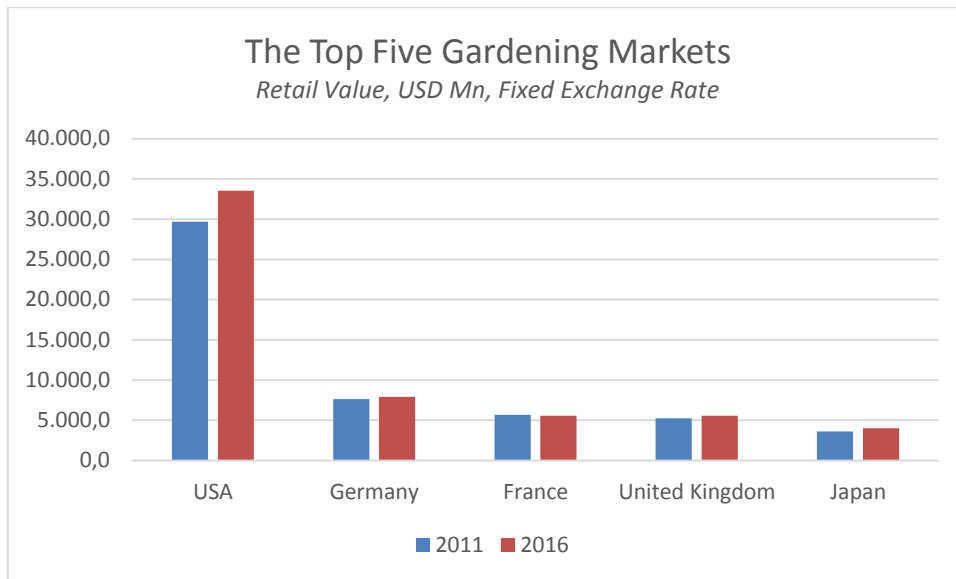
In 2016 a growth of 2% has been registered (5,5 billion USD).

### **Gardening in Japan**

In 2016 a growth of 2% (4 billion USD) shows a positive environment both on plants for interior and outdoor.

### **Gardening in Italy**

Since 2014, Italy was at the 7 place on the charts of the international industry. In 2016 the country has reached a market value of 3 billion USD, with the prevision of a slow growth.



*Fonte: Euromonitor International*

- Visit the new website: [www.myplantgarden.com](http://www.myplantgarden.com)

Myplant & Garden is on the web with [www.myplantgarden.com](http://www.myplantgarden.com) and the social media (Facebook, Twitter, Instagram, LinkedIn, YouTube), thus allowing to discover all the information and previews of the 2018 edition.

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