

## Myplant & Garden 2019

*A great combination of innovative passion and proud tradition where technology, design, floristry, decoration, runways, signature installations and new products enliven the dialogue between nature, innovation, creativity, design and beauty. In search of ideas, new solutions and markets.*



The **fifth edition** of Myplant & Garden will be an authentic festival of plants, flowers and landscape.

45,000 sqm in the halls of Fiera Milano-Rho will transform into a **huge greenhouse** in which urban forests, colourful lawns, flower-fashion runways and advanced robotics placed within green-living ambiances and new design projects will host visitors from all over the world.

Myplant is ready to gather and relaunch the **best horticultural tradition** of the Belpaese, thanks to its **leading role** as the reference trade fair for the industry in the Mediterranean. It also attracts the big **international names** of the sector by welcoming them in a prestigious exhibiting arena.

**The best production, the most important brands, the protagonists of the industry and of the 'green' culture** will meet once again after a continuous dialogue endured over 362 days, in order to satisfy the need to shake hands, attend events and seminars, activate new synergies. **Participating in Myplant** means touching the most beautiful plants in the world, seeing **centenarian** olive trees, **huge** bonsais and the latest hybridisations, visiting

multi-scale vegetable gardens, talking with the big experts of **nature**, gathering the latest **innovations** in the industry, discovering the most recent technical, technological and aesthetic innovations, walking side by side to rivers of flowers, shrubs and monumental cacti, **tasting** the most ancient fruits and admiring thousands of vases. Being part of Myplant means to understand the most advanced services, to spot latest-generation machinery, to converse with **experts** in design and building techniques, to deepen the knowledge on the professions linked to the green industry.

**All this will happen in 45,000 sqm, 3 lively days, among 700+ brands, tens of highest-level meetings.**



**Seven special areas have already been planned:** Landscape Area, Decor District, Motorgarden, Sports-grounds area, Garden Center New Trend, Tree Care area, UGM.

The **Landscape Area** in Hall 20 will be dedicated to the world of design, landscape and urban redevelopment through green building.

The **Decor District** in Hall 12 is the international window for floristry and the meeting between fashion, decoration, music and signature craftsmanship.

The **Motorgarden**, besides its exhibiting quarter in Hall 20, will have its own outdoor live demo area, where tools and machinery will be shown and tested.

The **Sports-grounds area** is one of the innovations of the fifth edition. A sports-ground (soccer, golf, track & fields, cycle path) in Hall 20 will be home to a series of thematic meetings with some of the most important actors in the sports industry in Italy.

The **Garden Center New Trend**, a 'must-have' of the trade fair, will offer innovative, scenic exhibiting concepts and a rich display of novelties produced by the companies in the industry.

With the **Tree Care** area — another innovation of the next edition of the fair — Myplant intends to face the arboriculture theme on a round level, by meeting experts in the field and by giving space to a number of practical demonstrations.

**UGM** — Urban Green Management, attracts the operators in building, creation, maintenance and management of the urban green areas.



**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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