

Myplant & Garden: Italian horticulture is growing

After the data about gardening, there is another significant growth signal for the industry. Records in the export compartment. "The Italian market, admired from abroad, is once more the protagonist of global markets. There is more oxygen in horticulture."

More than 200 official **international buyer delegations** in visit.



After spreading some information regarding the trends and perspectives of the Italian gardening market that will be presented in detail during the fair thanks to the cooperation of Euromonitor International, the International Green Expo gladly welcomes the data regarding horticulture, as they have been published in the **almanac of Italian agriculture** in 2017 – edited by Crea, the council for agriculture and the analysis of agricultural economics.

The value of Italian production of flower and plants has been estimated in 2,54 billion Euro, 4,6% of the Italian agriculture production at basic prices. After the contraction of the last decade (13%), with the sole exception of nursery plants, 2017 has registered a new trend: production has grown by 3,6% thanks to the sale of potted plants (+3,4%) and nursery items (+3,8%). Cane poles and wicker, on the contrary, have still registered a decrease. If we add to this the residual numbers derived by pots (173 million Euro), seeds (ND) and soils (26,5 million Euro) and substrates (67 million Euro), the typical Istat sums are beaten (approx 3 billion Euro).

*"The last market data – say the **organisers** – including the projections of the gardening section, are comforting. Italian horticulture, which is admired from abroad, is once more the protagonist of global markets. 2017 has been a great year, with a record in exports and a solid trade balance. Not to mention that 2018 started on a positive note as well. At Myplant many businesses have taught us not only what their job is, but also how they deal with a network of interests and orders on a scale that has slightly changed if compared to the past, also thanks to the investments that keep an eye on image, approach and product.*

We are glad that there is more oxygen also for the floristry compartment. Myplant has given a push to Italian flower markets within the fair, and it has put them side by side to international masters of floristry. This has helped producers to be encouraged and to be move forward to internationality."

Horticulture has shown signs of growth in the last 2 years. In 2017 the growth has been of 10% in exports, with a landmark record of 822 Million Euro of sales abroad (832 according to Coldiretti). The trade balance was very positive as well: +283 Million Euro. The beginning of 2018 has confirmed this trend: exports in January have grown by 21,5%.

The **almanac** – according to data of the gardening research – foresees a good sales trend for plants and flowers thanks both to the habits of the population over 60 years old and to the "green sensibility" that characterises the *millennials*.

Horticulture in the world

According to the data in the **almanac**, the global production in horticulture has been close to 65,000 Million Europe, 55% of which was constituted by the production of flowers and potted plants (approximately 300,000 businesses on 650,000 ha) and 45% by nursery products (approximately 70,000 businesses on 1,110,000 ha). The bulb market has been marginal (located mainly in The Netherlands). The total surface is of 1,800,000 ha with nearly 380,000 businesses. The data spread by AIPH confirm the continental pole position in production of The Netherlands, Italy, France and Germany.



More than 200 official **international buyer delegations**, 120 **distinct organisations**, 48 nationalities from Europe, Asia, Africa and America, **institutions** for greenery and urban planning from 11 Italian provinces, city councils from Switzerland and Portugal, **managers of parks, gardens and national parks** from 12 Italian provinces and the Vatican, hotel managers from central and northern Italy, **sports associations** from Lombardy, **GDS representatives** from Italy and abroad, **luxury hotels** around Europe: these are the confirmed participants at the next edition of Myplant & Garden thanks to the combined efforts of the organisation with specialised agencies, Fiera Milano and ICE.

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 | www.myplantgarden.com

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