

MYPLANT & GARDEN - International Green Expo

Fifth edition of **Myplant & Garden - International Green Expo**, the most important professional and international trade fair for horticulture, garden, flowers and landscape in Italy. Promoted and wished for by the companies belonging to the Consorzio Myplant & Garden, the International Green Expo **is the professional trade fair of the industry with the highest growth rate in Europe.**

Official buyer delegations from Europe, Asia, North America, Middle East, South Mediterranean. Local and official bodies from all over Italy. Business exhibiting hub with an international significance, Myplant & Garden is a place for dialogue, meeting and formation.



The organizers

"Welcome to the fifth edition of Myplant & Garden, an even more vibrant edition than the previous ones. An edition that not only consolidates the usual exhibiting sectors, but also shows important innovations – such as the sport grounds and tree care events.

The offer is richer, quality is finer, quantity is superior. The significant presence of the leaders in the horticulture industry goes side by side with the companies that introduce themselves to Myplant with its **45,000 sqm of products, services and solutions for the whole industry** for the first time. Out of the combination of innovative synergies between the various production sectors a vast, lively and sparkling exhibition is born – unique in Italy and with an international relevance thanks to its business opportunities, moments of relationships and even emotions.

A few figures. As a trend-setter of the horticulture industry, of garden, landscape and flowers, **Myplant & Garden presents about 700 brands, offers more than 50 meetings, organises 20 events and instalments.** It also hosts tens of official, **international buyer delegations** and the **greatest delegation of foreign press ever seen in an Italian** trade fair of the sector.

Global markets have understood that Myplant has gathered and relaunched the best Italian horticulture tradition in order to compare it with and offering it to the rest of the world, thus giving back once again a place of absolute prestige to the international “jet set” of the industry. This result is very significant for the whole sector. Plants and nature with their social, economic, health- and landscape-related benefits are back on track – and even the numbers of market researches show encouraging signals.

We keep working together in order to give business opportunities to all professionals in the industry, to spread the ‘green’ culture, to offer moments of update to visitors, to launch new trends, to show how much value the ‘green theme’ has. We have always done it – and we will keep doing it – with great passion.”

International buyers at Myplant & Garden 2019

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 2019 – events and special areas preview

1 Garden Center New Trend

The event dedicated to garden centres of the future gets bigger and bigger. 6 exhibiting areas dedicated to 6 lifestyles that reflect different needs and demands.

2 Bloom's

For the first time in Italy the trend setter of BLOOM's present the flower trends for the next season in a world premiere. Italian flowers and international creativity mingle in a sparkling instalment organized by OFFICINA DELLE PIANTE.

3 Mille note colorate – a thousand colours notes

The masters of Fondazione Minoprio together with the big names in Italian and international flower decoration work side by side to create ambiances. Leitmotiv 2019: a thousand colourful notes.

4 Flower social club

The new Facebook community where floral designers and experts in the sector explore together new techniques, better products and latest trends. The most voted creations are awarded a prize.

5 Federfiori

Event location curated by Federfiori that celebrates the deep essence of the flower and exhorts the natural and spontaneous craftsmanship that surrounds it. A botanic style that becomes a trend in the hands of great floristry masters.

6 Area sfilate – Fashion shows

Green runway enlivened by colours, beauty and elegance. It is dedicated to the exclusive shows developed between fashion designers and Italian and international floristry masters.

7 White Sposa – Wedding magazine

White Sposa is the excellence in the world of flower decoration. Its space becomes home to ceremonies, flower-fashion runways and a meeting pool for floral designers and wedding planners.

8 Flower Couture

Haute couture meets floral design in a collaborative platform led by Aya Vloet, a Japanese floral artist based in San Francisco, California.

9 Lumière des Fleurs

Atelier of good taste, creativity lab, decoration icon, runway platform. A must-visit for all florists, hair stylists and experts in the decoration industry. Curated by L'école des Fleurs, sponsor Interflora..

10 Dimostrazioni floreali – Floral demonstrations

A never-ending series of creative and commercial ideas for the world of flowers and accessories. International masters, installations, performances. Organized by Fondazione Minoprio.

11 Motorgarden – Area demo

Side by side to the ever growing machinery exhibiting area in hall 20, the motorgarden and tools sector has also its window outside with an outdoor live demo area between the halls 12 and 16.

12 Innovation arena

G2 Startups presents some innovative solutions and proposes a series of meetings to explain the potential of new technologies, advanced applications, and new business models for the green sector

13 Urban Green Management

The sector of the fair that usually attracts the most important operators in the construction, maintenance and management of urban and natural green areas.

14 Sistema Albero – Tree care

A new initiative that explores the theme of arboriculture in all its aspects. It welcomes experts in the field and it shows the most prestigious brands of the sector. Live demonstrations are scheduled.

15 Verde Sportivo – Sportsground-landscaping projects

A new area dedicated to the fusion of sport, nature and architecture. A multi-sport field will host the best products and designs of the sector. Organized by EN Space network.

16 I GIARDINI DI MYPLANT – Creative design competition

Exhibition of the finalist projects and award ceremony of the IV edition of the creative design competition 'I Giardini di Myplant' titled 'Il Giardino di Corte', that will benefit CasArché.

17 LA STRADA DELL'EDILIZIA

A scenic 90-meter long avenue guides visitors along the sector of design, materials and building in a remarkable trait d'union between the world of horticulture and architecture. Curated by EN Space network.

18 Excelences Show case

The award that every year grants a prize to the latest and more relevant innovations exhibited in the fair is itinerant: the running products are marked with a dedicated plate directly in the stands.

19 Verde Bio

The initiative is an innovation of the V edition. Organic and sustainable products are highlighted within the stands by recognisable plates. Organized by Change up!.

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