

## **Myplant comes back in 2021**

***The official announcement has been delivered today, revoking the initial postponement to September determined last February***

***New dates: 15-17 February***

The leading trade fair for the garden industry had been initially postponed for 7 months, but the current circumstances have persuaded both exhibitors and the management of the event to reschedule it again.

Milan, 1<sup>st</sup> July 2020 - *“Myplant was born and tailored to meet the needs of companies, which are our sap – comments the management of Myplant. It wouldn’t have made sense to hold the one international trade fair of reference for the industry in Italy without the adequate trust of companies, considering the current situation.”*

The postponement is the result of a choice expressed by the vast majority of exhibiting companies, that have shared their needs and wishes with the management.

February 2021 has thus emerged as the best option that will allow companies to move forward and prepare at best for next year’s rendezvous.

This choice is largely shared also by international buyers, who considered: *“The Expo can be held only if maximum security and freedom of movement can be guaranteed. The standards of quality and internationality need to be met, also considering the investments that have been made.”*

In order to better lead exhibitors towards next year’s rendezvous, the management will freeze the fees that the companies had already settled and it will keep them valid for 2021, even though such resources had already been invested to organise the February 2020 edition, which was only hours away of opening before the announcement of its postponement.

In the meantime, Myplant has developed a new format, [myplantonline.com](http://myplantonline.com), in order to widen the commercial and communication opportunities of its exhibitors, enlivening this digital platform with current news and contents directed at the operators in the garden industry. Myplantonline will keep developing and it will blend with the real event.

Myplant has also promoted and subscribed appeals with associations that represent the industry in order to highlight to institutions the nuisances the sector is facing, and try to find adequate solutions.

The International Green Expo has transformed the very concept of professional trade fair for horticulture, garden and landscape in Italy, by making it a container of experiences, business and also beauty, and by bringing the “made in Italy” on the main stage of international markets. Holding a sixth edition of the event in the current situation of uncertainty – related to health, norms, organisation and economy – would have damaged companies, visitors, and the positive results that Myplant has reached so far.

The whole garden industry has high expectations, as well as international interests: *“We are convinced that in February 2021 the right mood of cooperation and connection that have made Myplant a valuable window for the whole garden industry will be once again established.”*

The common goal is to hold a successful VI edition of Myplant & Garden in which enthusiasm, pride and the wish to restart again will steer the relaunch of an industry that has suffered more than others over the past few months.

*“Companies deserve this, as well as visitors and all those who have devoted such zeal and passion to make this event flourish: Myplant has been successful and positive for everyone, and it wishes to continue to be so.”*



**Myplant & Garden – International Green Expo**

Fiera Milano – Rho Pero | 15-16-17 February 2021 | opening times: 15-16.02: 9-18 / 17.02: 9-17 | cadence: annual | visitors: professional | operational secretariat: VG Crea, Milano | Tel. +39 (0)2 688 9080 | [info@myplantgarden.com](mailto:info@myplantgarden.com) | [www.myplantgarden.com](http://www.myplantgarden.com)

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**Myplant & Garden - International Green Expo**

Myplant & Garden is the most important professional trade fair for horticulture, landscape, and garden in Italy. It is a unique meeting point for the Italian industry, and a first-level protagonist for international markets. The trade fair promotes green culture, circular economy, environmental protection and green design.