

Myplant 2019, the International Green Expo keeps growing. Doors have closed on the V edition of the most-awaited trade fair for horticulture, landscape, flowers and garden in Italy. +16,5% visitors compared to 2018

“A heartfelt thank you to all those who believed in it, first of all to exhibitors”.

Milan- **Myplant has once again surpassed the expectations** and it has closed an extraordinary edition with more than 20,000 visitors (+16,5% if compared to the 2018 edition).

The fair is a reference not only for Italian operators in the green sector but also for the rest of the world. In three days the halls of Fiera Milano Rho have hosted 733 companies (+12% compared to 2018, 21% of which came from abroad), more than twenty-thousand visitors, renowned speakers and the international jet-set of wholesale.



These numbers prove the leadership role that Myplant & Garden has. The trade fair is significant both for the markets that it represents, and for its status of place-to-be: being part of Myplant means to make a difference, to be in the network, to benefit from the best opportunities, to meet new people and targets that are nowhere else to be found.

Experts, business people, sales people, technicians, institutions, designers, journalists, trendsetters and city councils from Europe – the latter were hosted at Myplant for the first time – have believed in the International Green Expo.

This belief has lived up to the expectations thanks to the results that have followed the meetings in the stands – more and more eye catching – the more frequent business meetings, the seminars and the contacts with international buyer delegations.

The markets have shown clearly their interest in the event: there have been 200 official international buyers delegations (+30% if compared to 2018) that have been selected and divided into 56 purchasing categories. Buyers have come from 48 foreign countries, 120 international wholesale resellers have visited the event together with people responsible for the urban redevelopment of various European cities and thousands of buyers from Italy as well. Local institutions have come back to Myplant together with the managers of big private and public green areas – for playgrounds, sports, urban development, tourism – from all over Europe.

At Myplant *“it is a pleasure to participate thanks to the exhibitors, the visitors and the organisation: they have all rejoiced in the success and in the presence of buyers. The halls at intervals were literally crowded with groups of buyers who spoke all the languages of the world.”*

The feedback of those who have confirmed the **usefulness of the event** in order to expand their network have been numerous.

Exhibitors have come mainly from Lombardy, Veneto and The Netherlands, followed by Germany, Denmark, France, Poland and Spain – as regards foreign companies.

The fair has hosted 280 journalists, 10% of whom came from abroad, in addition to the greatest official international press delegation that has ever visited a trade fair in Italy in the sector.

Myplant has shown not only numbers, it has also once more proved that it is THE moment where emotions, positivity, enthusiasm, new trends and perspectives and innovative solutions come to life. “We are proud that the companies in the sector invest in a project that gets more and more in the international spotlight”, the organisers declare.

It is the place where the actors in the field multiple their potential by meeting in the halls, thus augmenting the “green chain” that goes from services to decoration, to design, thus creating value to the advantage of the industry.

A quick look at the halls, that covered 45 thousand square meters, shows the livelihood of hall 12 with its world of cut flowers and decoration for home&garden on the one side, garden care and plants on the other side. Hall 16 has shown its character once again with companies devoted mainly to plants and pots. Hall 20, with its numerous events dedicated to landscape and sport-grounds on the one hand, arboriculture, maintenance and machinery on the other, has shown a great selection of products.

In a sparkling and colourful atmosphere created by flowers, plants, accessories, machinery, services and materials, among colourful notes and technical talks there have been a number of notable events and exhibits: three wedding ceremonies, Cinderella’s flowery chariot, vending machines for flower bouquets, the sport arena with the most important operators in the field, the start-ups section, woodcutting competitions, motorgarden demonstrations, floristry decorators from the Vatican, contests among flower experts from USA, Europe and Asia, the world premiere of flower trends for 2019, antique fruits side by side to the most recent innovations, musical fashion shows, haute couture with designers and flower masters, innovative cycle paths, hybridisations of plants, recently-patented flowers and plants (scabiosa, poinsettia, grevillea, echinacea, rosa, osteospermum, dracaena...), colourful fruits, the Garden Center New Trend event, the award for the most innovative products in the industry, market analyses (by Euromonitor, Crea, Coldiretti), ancient olive trees, huge bonsais, rivers of flowers, monumental cactuses, urban forests, bio-accelerators, organic and biodegradable pots, smart garden systems for indoors, vertical green for home and cities, floorings, “pink” tools for the garden, organic pest-control systems, eco and wifi

gardening machinery, tillandsia, vertical pots for the wall, extra-resistant roses, the aubergine imported by Marco Polo, the garden sauna owned by David Beckham, drones, sensors, softwares, hydroponics and aeroponics solutions, traceability systems, gourmet vegetable gardens for condos and garden bistros for garden centres, the Easter Cymbidium for the Vatican, the birth of the recycling system for urban wood, sustainable accessories, the presence of Italian flower markets and of the best plant production from Northern Europe, the comments of a Ministry on the new phytosanitary regulations, edible flowers and the presence of big plant producers. The innovations in the world of organic products and the innovative product showcase – to which 45 products have been admitted to participate – have been in the spotlight.

*"We have worked together with the companies for a whole year in order to give life to the biggest exhibiting and cultural event of the sector in the Mediterranean – declare the organisers. In a couple of months Myplant & Garden will be protagonist in the DOT - Design Outdoor Taste event at the Fuorisalone del Mobile (9-14 April) that will transform piazza San Marco in Brera into a sparkling urban forest made of plants and outdoor furniture. After that we will focus once again on the next edition of Myplant & Garden in order to build again the best stage for companies, business, relations and contacts. **See you next year on 26-27-28 February 2020.**"*

	2019	2018	2017	2016	2015
exhibitors	733	655	567	441	339
International buyers	+ 200 Official Delegations	150 Official Delegations	110 Official Delegations	90	50
Seminars/events	80	70	40	30	10
participants	20.100	17.300	13.000	10.000	8.500
sqm	45.000	45.000	30.000	30.000	25.000

Myplant & Garden – International Green Expo

Fiera Milano – Rho Pero | 26-28 February 2020 | opening: 26-27 February: 9-18 / 28 February: 9-17 cadence: annual | visitors: trade operators | operative office: VG Crea, Milano, Tel. (+39) 02.6889080, info@myplantgarden.com | www.myplantgarden.com

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