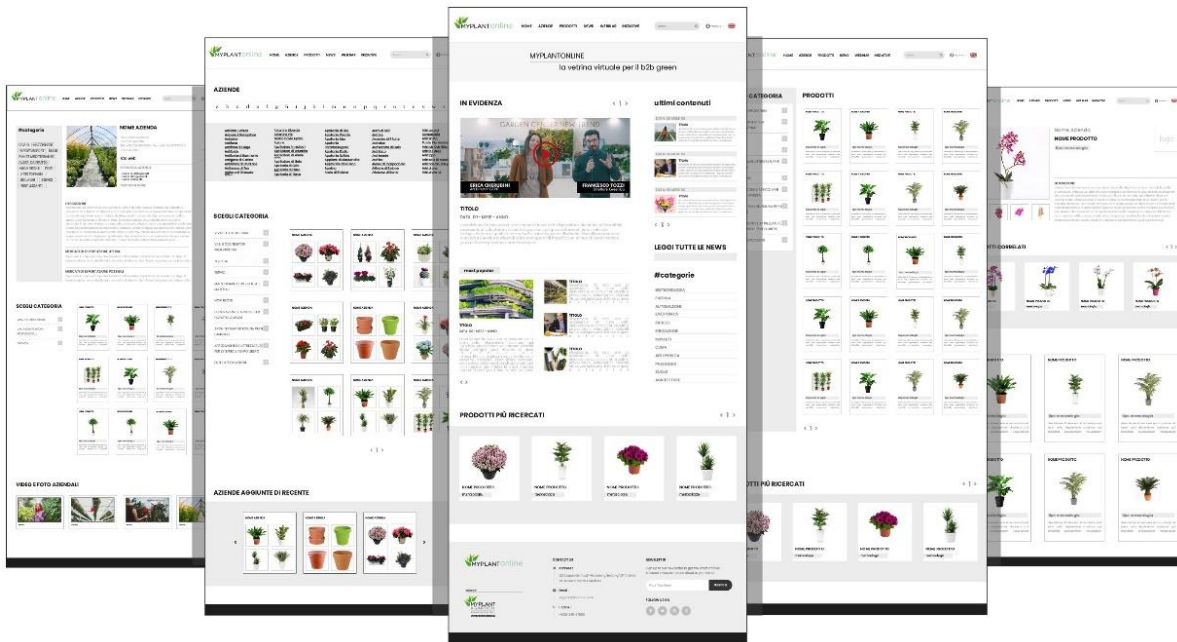


Myplantonline: the new b2b digital platform

*Myplantonline is the new digital platform where **products, services and updates** are presented by the exhibitors of Myplant & Garden.*



Milan, May 2020 – With **Myplantonline**, the International Green Expo multiplies the communication **potential** of exhibitors and brings exhibiting **companies into the focus** of the operators that are waiting for the “real” edition of Myplant & Garden.

With **Myplantonline** an ever reachable meeting place has been created. A place that offers a customised palimpsest that follows the needs of each virtual visitor.

*“The digital acceleration requires an **integration** of services and opportunities offered by Myplant” say the organisers. “Myplantonline aims at answering at best to the needs of stakeholders and it highlights once more the role of trade fairs in the garden industry.”*

Myplantonline further multiplies the potential of operators in the industry by augmenting their cooperation, and enhancing the value of production, commerce and of the “green” culture.

The new platform presents a highly innovative scene where companies, buyers and operators in the garden industry will be able to meet, share contacts and pave the way to **new business opportunities**.

The format, moreover, will allow its users to access **information, data** and **news** that involve, attract and appeal to a whole community of operators.

All the companies active in the garden industry will be able to meet buyers, operators, stakeholders, professionals and businesses in order to create a **green community** enlivened by the **best brands** and by the **protagonists** of the sector.

www.myplantonline.com

Myplant & Garden – International Green Expo

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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 place for the Italian industry, and a top-level protagonist in international markets. The trade fair promotes green culture, circular economy, environmental protection and green design.