

Myplant & Garden 2023 will be held at Fiera Milano Milan from next February 22 to 24, 2023

Myplant & Garden 2023 – February 22-23-24, 2023: 7th edition of Myplant & Garden, one of the most awaited fairs by the international professional community of horticulture, gardening and landscaping.

Growth, internationality and exposure at the center of the project at Fiera Milano-Rho (IT)
The most important, complete and international Italian event dedicated to the universe of Green, designed and built, returns in February 2023 with a new unmissable appointment.

Archiving the excellent results of the sixth edition and registering a very positive attendance trend for the seventh, the International Green Expo presented the beginnings of a new exhibited sector, relies on internationalization and deepens some exhibition routes .

Internationality

The joint activity carried out by the organizing secretariat, ICE, specialized agencies, chambers of commerce and IEG (Italian Exhibition Group) – in which the organizing company has chosen to enter -, aims to give Italian leadership to Myplant and to accelerate its pace of growth in the international scenario.

The plan provides for the arrival of selected buyers and entrepreneurs, major distribution brands (Garden Center, GD, DIY, home and garden chains, e-commerce), purchasing groups, public administrations HORECA Buyers are already registering operator confirmations from Central-Western Europe and Central-Eastern Asia, Eurasia-Central America, South and Maghreb.

Myplant has also activated the AIPH membership process, to create and implement the network of international relations and participate more incisively in the flow of communication with the foreign parties concerned.

Focus on the exhibition

Confirmed the special areas, particularly rich in events, activities and content, within pavilions 20 and 12, while Hall 16 offers as usual a rich offer optimized above all on the flower and plant sector, enriched by the presence of services for markets, companies and professionals, pots, and technical proposals in general.

In Hall 20, the sports fields – which encompass green, infrastructure, supplies, design and regulatory information – will be further developed. It is the area that today represents the heart of the institutional and commercial relations of a fundamental sector for the economy of the whole country. green and urban and soft, eco and smart furniture – for the benefit of companies, technicians, PPAA and the contract – will be implemented in terms of product offer and presence of visitors (also from abroad).

For the first time, Myplant, in collaboration with Acer, will host the “La Città per il Verde” award ceremony. The award is reserved for Italian municipalities, public realities, private structures with a public vocation and voluntary associations that stand out in works of realization, improvement, maintenance and redevelopment of green spaces.

Also, with a focus on outdoor building materials and urban green management initiatives, the section reserved for the management and implementation of green and natural heritage on a small and large scale, public and private (agrotechnics, agronomy, phytopathology , development, programming, diagnostics, detection, power supplies, etc.).

The two exhibition routes in Hall 12 – home decoration, garden and flowers on the one hand, greenery, garden maintenance and solutions for the points of sale on the other – will be enriched and enriched by various initiatives. The new edition of the Garden Center New Trend – always innovative in terms of concept, layout, products and thematic content – which strongly explores the theme of eco-sustainability and the large space dedicated to new trends for the world weddings, with installations, fashion shows and special events, in collaboration with the official representatives of the Kingdom of the Netherlands.

MyplanTech will also be strengthened: the link between R&D, innovation and the markets, the space will also be a place for debate and reflection on good practices geared towards the future of the horticultural sector and taking advantage of research into new technologies. , sustainable and geared towards production processes

The organization is also working on a development project for the world of BBQ, and the area reserved for outdoor practical tests for the world of motorcycle garden and arboriculture could change from traditional positioning to a completely new placement.

*“The confidence of companies in the sector, the increasingly international relevance of the event and the entry into a large leading group – says **Valeria Randazzo, CEO of the organizing company VGroup** – are the pillars of our growth program. From the February 2023 edition, we will begin to see the first results of the new industrial plan, based on business activity, sector authority, market needs and the spread of the Green culture”.*