

FLORACULTURE INTERNATIONAL

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Inaugural Myplant & Garden attracts 8,500 visitors



MILAN, Italy: Good business opportunities and great satisfaction. These are the key words which have characterized the first edition of Myplant & Garden (February 25-27), the new fair dedicated to flowers, plants and gardens. Show organiser V Group Srl and the city of Milan announced today that more than 300 exhibitors and over 8,500 visitors were present.

Three days of business for the 8,500 professional visitors who have given the right value to this sector with a turnover of 3 billion Euros and 150,000 employees in almost 50,000 companies. “We have strongly wanted Myplant & Garden to relaunch the flower and plant sector and the feedback we have received is totally positive”, says Mr. Gianpietro D’Adda, president of the consortium. “We have appreciated the quality of visitors, Italian and international buyers, all tuned in with the needs of the sector: ready, motivated and professional people.

The second edition of Myplant & Garden is set for February 2016 at Fiera Milano.