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Trade show competition heats up as Milan announces Myplant&Garden

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MILAN, Italy: Despite PadovaFiere's call last year to stop the anti-Flormart campaign and to reunite, the Italian ornamental horticulture and gardening industry seems hopelessly divided now that event organiser V Group Srl and the city of Milan have announced a brand new horticultural trade show: Myplant&Garden (February 25-27, 2015).

Backed by seven horticultural industry leaders from Italy – Floricoltura Pisapia, Florpagano, Florsistemi, Nicoli, Organizzazione Orlandelli, Vigo Gerolamo and Vivai d'Adda Gianpietro – Myplant&Garden is set to be held at the new fair ground of Fiera Milano Rho-Però, which is located north west of Milan's city centre.

According to the show's chairman, Mr. Gianpietro d'Adda, the 15,000 m² Myplant&Garden show promises a 'radical change to the Italian trade show industry' and will set the stage for another big upcoming event: the 2015 WorldExpo which will be held from May 1 to October 31.

Myplant&Garden will be the world of horticulture under one roof, offering trees, shrubs, pot plants, cut flowers and floristry equipment together with the latest trends in horticulture technology.

Currently, Italy's leading horticulture trade show is Flormart which in 2012 welcomed 650 exhibitors and 24,000 professional visitors. The general belief is that more competition leads to lower prices, but the pertinent question is whether the show dates of MyPlant&Garden are 'doable' for Italian exhibitors only three weeks after the IPM Essen.

It is not the first time Milan is to play host for a major horticultural event. From 1988 until 1999 the international horticultural trade exhibition Miflor was held annually in Italy's second largest town.

For more details visit www.myplantgarden.com