

# FLOMARKET

Cultivation - Trade - Supply

# Global



INTERNATIONAL TRADE MAGAZINE OF ORNAMENTAL HORTICULTURE

Cut Flowers - Ornamental Plants - Arboriculture

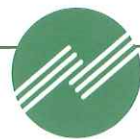
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7,50 €uro - 9,75 \$<sup>USA</sup>





## Floriculture is back with Myplant & Garden fair in Milan



The year of EXPO Milano also heralds excellence in floriculture with the first edition of MyPlant & Garden, the professional fair devoted to nurseries, greenhouses and the garden. Running from 25 to 27 February 2015 in the pavilions of Fiera Milano in Rho, the event is organised by V Group Srl and promoted by the eponymous Myplant & Garden Consortium, a group of Italian companies representing the sector's entire supply chain. The fair will be divided into six sections: indoor and outdoor plants, cut flowers, techniques, services, garden tools and landscaping.

Next to the range of products, Myplant& Garden will also host attractive settings on the themes of quality of

life outdoors and wellness from an eco-friendly perspective. It will also offer meetings, professional analysis and updates both for exhibitors as well as for visitors.

Target visitors cover a wide array of trade operators, public and private, and ranging from garden centres to delegates from public parks, florists, garden maintenance operators, landscape architects and specialist retailers, public technicians and executives, right down to business involved in the restoration of suburban structures. The goal is to offer companies in the supply chain (whether they offer fences, machinery for garden maintenance, plants, compost, software or plant protection products, etc.), a

type of reference customer and other business expansion opportunities.

As regards the international scope of the event, besides hosting foreign companies, the organisers will be concentrating their efforts on the arrival of operators particularly from Russia, Turkey, France, Germany, Croatia, Tunisia, Morocco and Switzerland. Milan, also from this viewpoint, offers the widest possible logistical and commercial guarantees: an exhibition complex at the centre of international attention, a location with unique services and a city at the centre of the all major Italian and foreign thoroughfares and trade routes.

*Inaugurated in 2005, the area of Fiera Milano offers 20 pavilions with an indoor gross surface of 345,000 m<sup>2</sup> and an outdoor gross surface of 60.000 m<sup>2</sup>. Outside there is a car park with 14,000 places. The pavilions 6/10 have been allocated for the Myplant & Garden fair; these halls are adjacent and connected. The total gross surface will be of 30,000 m<sup>2</sup> with a net total surface of 15,000 m<sup>2</sup>.*



### Mr. Perry Dekkers New Commercial Director at AgriBio

On 1 September, Mr. Perry Dekkers was appointed Commercial Director AgriBio for the DNA Green Group. This makes Mr. Dekkers responsible for the commercial sales subsidiaries in Japan, Colombia and Spain and he will also similarly be responsible for the activities of Lex+, Bartels and Blanc. By appointing Mr. Dekkers to the DNA Green Group has chosen a person with experience in retail for a multinational in the retail and a background in the ornamental horticultural sector.

For the last seven years, Mr. Dekkers worked at Heineken in various positions, the most recent of which was Senior Category Development Manager. In this position, he was responsible for retail customer service and managed the in-store marketing team. Before Heineken, Mr. Dekkers worked in the ornamental horticulture sector at Flora and Fides for 6.5 years. Being the son of a grower, he was broad amongst cut flowers.

The DNA Green Group is a leading horticultural breeding company that focuses its efforts on cut flowers (chrysanthemums, carnations and roses), pot plants (kalanchoes, pot chrysanthemums and poinsettias), bedding plants (geraniums, petunias, etc.) and perennials. Its products are sold under such familiar brands as Fox, Fides, Lex+ and Ecke.

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