



June 2015

Second Myplant&Garden trade show to be held from February 24-26, 2016



MILAN, Italy: The second edition of Myplant&Garden, a newly launched horticultural trade exhibition, is set to take place at the Fiera Milano Rho-Pero convention centre from February 24-26, 2016.

According to event organisers VGroup and the Myplant consortium a number of this year's exhibitors have already booked (bigger) space for next year.

Interest to participate is strong in all industry segments whether ornamental plants and flowers, greenhouse technology, machinery, floristry, home décor or garden furniture are concerned. For the 2016 edition, all sectors will be enriched and enhanced thanks to the partnerships with new enterprises in the sector (from representatives of the production sector to the ones of the distribution channels, involving all stages of the supply chain) and new special initiatives.

“Immediately after closing the first edition, we have started to think about the strong points and the improvement areas of the event. We are about to define an action plan which will soon enable us to present a renewed edition of Myplant & Garden to the market, a bigger and more innovative one, keeping the same positive outcomes and successful ideas of our debut.

There will be analyses on some product sectors and we will improve some others, we will give a different rhythm and new life to the pavilions. And, despite the presence of foreign professional was already high last February, we will involve many more of them: we want to invest on the markets, help companies in the sector find new channels, customers and opportunities”.

This year, Myplant's début didn't disappoint. Good business opportunities and great satisfaction. These are the key words which have characterized the first edition of Myplant & Garden (February 25-27, 2015), the new fair dedicated to flowers, plants and gardens. Over 300 exhibitors and over 8,500 visitors were present.

For more details please visit www.myplantgarden.com