

## Anticipation builds ahead of the 2nd Myplant & Garden show in Milan

MILAN , Italy: The clock is ticking down to the official opening of the 2<sup>nd</sup> Myplant & Garden show, which runs February 24 -26 at the Fiera Milano convention centre in Milan, Italy.



Industry professionals from across Italy and around Europe are expected to attend the show. Speaking to the press at the UniCredit Tower – Tree House in Milan on Wednesday 17 February Myplant & Garden trade show manager Valeria Randazzo emphasised that the ultimate goal is to become THE reference point for Italy’s ornamental horticulture and gardening industry. “We want to be a beautiful showcase, well- organized with a well-thought layout, designed and built with passion, increasingly full of contents.”

Gianpietro D’Adda, president of the Consortium Myplant & Garden, said that the Committee formed by growers, traders and operators of the green industry, is really satisfied by what was achieved in the first edition, of the relationship with VGCrea and Fiera Milano, and that this second edition is set for a re-launch of the Italian market to prevent the Italian buyers go abroad to meet the sector’s companies, in order to buy Italian products. “We wanted to ignite a

spark, and to lay the foundations for a trade show for the horticultural market at International level”

Also Davide Lucente and Marco Orlandelli, founder members of the Committee, shared their experience with the audience, saying that they had to work harder than for the first edition, but they are happy with this.

The renowned chef Davide Oldani, later really appreciated by the audience for his catering, stressed the importance of fresh ornamental products, especially herbs, in the modern ‘starred’ International cuisine.

Also Corrado Peraboni, CEO of FieraMilano, is very happy of the relationship with VGCrema and the Consortium; he joked about the fact that FieraMilano would like to buy and run directly the show, but the organisers will never sell it (unless if the price will be sky-high). Peraboni explained that Myplant is a part of a ideal triptych with other shows for fresh products and food for the Agricultural sector, one of the segments that are following the wave of Expo 2015. “Fiera Milano is the ideal showcase for a sector so important that needs to be re-launched” he said.

Enzo Torino, Deputy Regional Manager of Unicredit Lombardia, that was hosting the press conference in its new Unicredit Tower in the ‘Porta Nuova’ brand new district of Milano, noticed that the exhibitors in Myplant are mainly those small and medium-sized enterprises that have resisted better to the crisis and that can react more vigorously to the needs of international competition. So Unicredit was happy to give its sponsorship and to help the exhibitors in their economic efforts to participate. Also Unicredit is helping financing the incoming of foreign buyers.

Virginia Randazzo confirmed that this second edition will have more than 420 exhibitors, that is 30% more compared with last year, and that the International trend is very good both on the exhibitors and on the visitors point of view. All special events that will be hosted during the show were also introduced directly by each of the organizing Partners.

Pictured left to right: Starred Chef Davide Oldani, Valeria Randazzo (VGCrema), Gianpietro D’Adda (Myplant Consortium), Corrado Peraboni (FieraMilano), Enzo Torino (Unicredit).