

# Networking, posting, and bidding combine at ante premiere of Myplant & Garden



B2B platform Myplantonline enables companies to showcase their business and exchange ideas before the trade show opens in September

MILAN, Italy: With Myplantonline, Italy's horticultural trade exhibition Myplant & Garden brings industry professionals together 24/7. The new B2B platform enables Myplant&Garden exhibitors and visitors to discover the latest breeding breakthroughs and talk market, marketing programmes and trends online, three months before the physical show opens its doors at the Fiere Milano Rho-Pero from 21 to 23 September.

Myplant&Garden organiser V Group Srl hopes that the new online directory will empower the exhibitor's visibility to customers, drive innovation and improve industry collaboration.

Myplantonline offers a mix of a continuously active online trade show with quick lead generation amongst its users.

The new format, moreover, will allow its users to access information, data and news that involve, attract, and appeal to the horticultural community.

In February, just a few days away from its official opening Myplant&Garden organisers announced new dates for its 2020 international trade show and top-notch educational programme. The sixth edition of the annual MyPlant&Garden show will now take place September 21-23, 2020. This date moved the exhibition forward to the fourth week of September due to the outbreak of the coronavirus in the Lombardy and Veneto regions.

In 2019, Mylant&Garden hosted 773 exhibitors showcasing trees, shrubs , cut foliage and fresh cut flowers on a 45,000 m2 exhibit space.

For more information

visit [www.myplantonline.com](http://www.myplantonline.com) and [www.myplantgarden.com](http://www.myplantgarden.com)



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