

Myplant & Garden considers expansion, adding fourth hall



MILAN, Italy: Myplant & Garden, Italy's leading premier horticultural trade show, could expand into a fourth hall, according to show organiser V Group Srl.

Bookings for the sixth edition of Myplant & Garden show – taking place between 23 until 25 February 2022 at Fiera Milano Rho-Però – are flying in. To date, 750 exhibitors have confirmed their presence on a combined showfloor of 45,000m² divided over three halls.

Demand for space is so strong that the organisers currently consider expanding into a fourth hall.

Myplant & Garden 2022 promises to be packed with new ideas, novelty plants and information with a strong focus on biodiversity, sustainability and the commercial production of ornamental plants.

The organisers have segmented the exhibit halls into eight main categories to enable buyers to shop for products and services efficiently. The product areas are home to nursery stock, cut flowers, home décor, pots and containers, machinery, garden maintenance, landscaping and services.

Set to be a popular attraction for attendees, the Garden Centre Experience pavilion will feature new trends and merchandising concepts for the garden retail industry. The show's novelty showcase is an area dedicated to novelty flowers and plants and is closely linked to the Myplant & Garden Awards. Set to attract huge crowds is a purpose built wedding pavilion. More recently, show organisers Valeria Randazzo and Filippo Faccioli updated an international audience of 640+ industry professionals from 45 countries about Myplant & Garden 2022 during a spectacular wedding flowers event.

“The 3 halls are packed. The idea of expanding to a fourth hall has come naturally after all the new requests of application to the fair. We are negotiating with Fiera Milano about this and we are positive that we will be able to open also the fourth hall”, confirm the organisers. The possible expansion is also due to the wish to highlight the role that Myplant & Garden plays in the garden industry, its value in offering a stage where to discuss current themes such as the digital and ecological transition (PNRR, Italy's national plan of rebirth and resilience), and the international vocation both of the exhibiting companies and all the operators involved. These themes have always been central to the trade fair, and are now as topical as ever.