

ITALY

Counting down to Myplant & Garden 2020

Myplant&Garden (February 26-28, 2020 Fiera Milano Rho-Pero) is expected to feature 700 plus exhibitors, showing off their latest products and services on a 45,000m² exhibit space.

More than 20,000 visitors from home and abroad will once again be expected and will be treated to the newest trees, shrubs, cut foliage, cut flowers, indoor plants and young plants.

The sixth edition of Myplant & Garden already 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.

The show's top-notch educational programme is designed to meet the needs of growers and buyers, as integral members of the trade show. The programme features three days full of education to help participants stay up to date on current trends and strengthen their interactions and relationships with customers.

For more information visit www.myplantgarden.com