

Myplant & Garden 2019 will be fun and filled with inspiration

MILAN, Italy: The fourth edition of Myplant&Garden (February 20-22, 2019 Fiera Milano Rho-Pero) is expected to feature 700 exhibitors, showing off their latest products and services on a 45,000m² exhibit space. Visitors to the 3-day event will experience a much expanded exhibition, conference and workshop programme, very closely focused on the key issues affecting the ornamental horticulture and gardening industry

With less than 3 months away, the 2019 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 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. Debuting next year will be an area dedicated to sports-grounds. Hall 12 will be home to a buyer's lounge, while hall 20 includes two conference areas to welcome the many professionals participating in seminars and workshops. The show's novelty showcase is a dedicated area to novelty flowers and plants and is closely linked to the Myplant & Garden Awards. In turn, the Flower Boutique is set to provide inspiration for retail florists. Its exclusive pavilion will be a blaze of colours. On display will be new merchandising solutions, accessories and products for small and medium sized florists.

ITALY

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Myplant&Garden at

Fiera Milano.

www.myplantgarden.com