

## **Myplant & Garden set for February 22-24, 2017**



**MILAN, Italy: At Fiera Milano, from February 22 to 24, 2017, the flower and plant industry will show its power and creativity, beauty and health, innovation and values. It will be the business focus of the international competitive poles.**

Myplant & Garden, the main event in Italy for flower and plant professionals, is a more and more crucial driving force to promote the 'quality green concept' in the world. In Italy, Myplant is the best opportunity for the companies in this industry to meet their future partners, possible clients, new channels and markets.

Many exhibitors from Europe have already confirmed their presence (from the Netherlands, Germany, Poland, France, Spain, Denmark, Belgium...) but also from Russia, Taiwan, North Korea and Japan.

Focus on Italian green market:

36.600 flower and plants shops and retailers;  
2.300 wholesale structures;  
500 millions Euros: import amount;  
2.3 billion Euros of total expense for Italian families (1.4 billion for flowers, more than 940 millions for bushes, trees and plants).

The central location – the most international hub in Italy – of Fiera Milano, which is in the middle of the most important commercial and communication channels in Europe and outside Europe, in a country with the most avant-garde productivity trends, is only one of the key features of this campaign to promote the green industry.