

Italy: Photo impression of Myplant & Garden

Last week, the MyPlant & Garden exhibition was held for the second time in Milano, Italy. The visitor numbers increased by 40% this year and therefore the organisation is looking forward to the 2017 edition. The international trade fair of the floricultural/gardening sector, took place at the Polo Rho Fiera di Milano, in Milan.

"The numbers speak for themselves," says Gianpietro D'Adda, president of MyPlant. "We've launched an important event for the Italian industry. Visitors came from all over the country, but also abroad. We welcomed an interesting amount of guests from North-Europe."

At the exhibition 441 exhibitors, were present, 102 more than in 2015. Also the amount of international exhibitors increased from more than 40 to over 70 companies. The majority of these exhibitors originated from the Netherlands, Germany and Denmark. The exhibition floor covered 15,000 m2.

The ornamental sector in Italy is worth 3 billion euros and employs 150,000 people in almost 50,000 companies. They suffered heavily from the crisis, but the sector is making its way up again. This trade show is helping the sector to recover and thrive again. "MyPlant & Garden is an important event of the green production chain, from design to building," D'Adda concluded.

Our reporter on site, Miriam Kolen of Desch Plantpak (also one of the exhibitors), was so kind to share some pictures with us of the MyPlant & Garden exhibition.



