

"Horticulture in Italy is waking up again"

After years of immobility and lack of adequate representation, the Italian flower and plant sector finally seems to receive a boost. Three years ago, Myplant & Garden held its first edition of its trade fair to promote Italy's green industry and since its debut, the fair increased significantly, receiving increasingly more international attention. "Horticulture in Italy is waking up again", says Ferdinando Crespi of Myplant & Garden.

In 2018, the fourth edition will again be held in February (21-23) at the Polo Rho Fiera di Milano, in Milan. This edition will have a larger exhibition area, 45,000 in total, as a third hall has been added.



The exhibition area of the last edition held in February.

Representing whole green industry

The exhibition has brought back a horticulture trade fair to Milan after 15 years and they are eager to become the only and all inclusive reference point for the sector. In order to achieve this, they present and promote the whole green industry through its eight macro sectors; nurseries, flowers, decoration, landscape, machinery, services, garden care and pots.



On the left: Valeria Randazzo, exhibition manager of the Myplant & Garden, upper right: flower decoration shows and bottom right: seminar.

More approval

It can be stated that the fair is on the right track in achieving their goal. It was held for the first time in 2015 and according to Crespi, it earned and is still earning more and more approval. And this is confirmed by the figures. In the 2017 edition, that was held last February, the event hosted 567 exhibitors, which is an increase of 30 percent compared to 2016 and even 70 percent compared to 2015. Besides that, it also facilitated 110 official, international buyer delegations, 40 sold-out meetings, seminars, talks and events.



More international interest

And even internationally, the event is receiving a reputation. Last edition, 21 percent of the exhibitors came from abroad (a 3 percent increase compared to 2016) and 12 percent of the 13,000 professionals in the field who visited the show. In 2018, the organization wants to confirm its role of Italian meeting place for the international green industry by facilitating the creation of even more networks, meetings and business opportunities.



Booth of Gasa Group.

Main aim 2018

However, the main goal for 2018 is to make known the innovations in the sector, promote products and services, facilitate the best contacts, stimulate the opportunities of economic development, give value to excellence, trigger the dialogue between made in Italy and the rest of the world, offer opportunities for technical and professional updates.

Video of Myplant & Garden 2017.

Increase in exhibitors

Again for the next edition, the organization expects to host more exhibitors. "We hope to go over 600", says Crespi. This in turn, makes a larger area even more a necessity. "During the last edition we had to turn down some applications because there was no more space left." This year, they will add a third 15,000 m2 hall to the existing m2 area, which will create a total exhibition area of 45,000 m2.

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