

*February, 24-26. 2016 in Milan.*

## Italy: Internationality and early contents for Myplant & Garden

*Internationality and business, green and landscape, events and territory: on February, 24-26 the second edition of the international green exhibition will take place at the FieraMilano in Milan, Italy.*



**Its qualification as an international fair –obtained since its debut in February 2015 - has been reconfirmed and certified also for the second edition:** the new Myplant & Garden exhibition proves itself to be the world reference point for business and the green sector, in which plant cultivations and constructions, flower cultivations and decorations, techniques and machineries, services and equipment find an international aim in their business and a real push to recognize the excellence of the Italian flower and plant sector and of the green solutions which are here designed and presented.

The presence of buyer delegations, which has been remarkable since last year, will be further improved, thanks to the cooperation with bodies, institutions, agencies and companies.

**2015 focus: at its debut the B2B green event (339 exhibited brands in February 2015) had recorded 7,500 certificated professional visitors coming from 5 continents, 50 official delegations of international buyers and visitors from 20 Italian regions.**

**“The booking process of the exhibition,”** says the organization office, “is following a good trend and our interest, which is primarily focused on important topics for the flower and plant and garden sectors, is expanding to themes related to green projects.”

**“For the first time an Italian fair** has connected the protagonists of architecture, constructions, flower and plant providers for projects and public and private, urban and extra urban green areas under construction.”

“We are talking about flower and vegetable gardens, parks and territories –and their maintenance – bearing in mind the needs of retailers and big wholesalers.”

“Last year we already created an area in the exhibition where a very high level (from an economic and project point of view) international delegation discussed some topics about big scale green projects, presenting some development models being studied and even some completed projects (parks, cycle paths, slow mobility etc.): the results were a surprise, as well as the profits (especially from an economic point of view) generated by requalification/maintenance of green areas.”

“In this perspective we are going to present a creative contest for green projects, in partnership with Fondazione Minoprio, Aiapp Lombardia, Politecnico di Milano and the Ordine degli Architetti PPC of the Provincia di Milano: the successful projects will be built at the trade fair.”



“At any scale flowers and plants are a heritage which needs to be protected: “We know the meaning of 2016 for the green sector: Italy will host **IFLA World Congress**, an extraordinary opportunity to talk about green, landscape and territory.”

Going **back to distribution**, a garden centre from the “future” is being presented and open to a more and more varied offer, a more and more accurate demand and an innovative, efficient and effective ‘visual’ sales format. New products, new layouts, improved stock management to base sales on impulse, attraction, need, organization.

**There will be room for cut flowers and flower decorations:** important schools and masters, from Italy and abroad, will discuss creativity and beauty in flower compositions. There will also be room for taste, cooking shows with star-awarded chefs regarding vegetables and food and something is going to be organized also in the city, in partnership with Aiapp green architects. The topics will focus on green and wellness, hospitality, nature and health, paving the way to new types of buyers who come from the hospitality world. Moreover, professionals will have the opportunity to update their knowledge about technical and professional themes.



Further activities, not diverting the organization office from **business**: Myplant is sponsoring some initiatives on the territory –related to the green sector under many aspects (cultural, commercial, relational), meeting consortiums, districts and companies all over Italy, using the **Expo** area as meeting point for foreign delegations and representatives of foreign exhibitions in order to create synergies, partnerships and to promote the presence of more companies and professionals at the fair.

In February 2016 FieraMilano will be once more a strong attraction for Italian and international professionals. Among the new concepts, it will be considered as a hub for green sector professionals in a historically **central**, and not marginal, commercial area. The exhibition is transparently managed in cooperation with companies and is an example and boost for the whole sector, especially in Italy, in the Italian and world market.

*“The international green exhibition is awaiting you with its second edition rich in new products, previews, business opportunities, contacts and relations.”*

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