

February 22-24, Fiera Milano

Myplant promises to be a "window on the world"

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. Many exhibitors from Europe have already confirmed their presence: from the Netherlands, Germany, Poland, France, Spain, Denmark, and 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).





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