



1 July 2020

Initial postponement Myplant revoked, new dates 15-17 February 2021

Myplant comes back in 2021. The trade fair had initially been postponed for 7 months, but the current circumstances have persuaded both exhibitors and the management of the event to reschedule it again. "It wouldn't have made sense to hold the one international trade fair of reference for the industry in Italy without the adequate trust of companies, considering the current situation."

The postponement is the result of a choice expressed by the vast majority of exhibiting companies, that have shared their needs and wishes with the management. February 2021 has thus emerged as the best option that will allow companies to move forward and prepare at best for next year's rendezvous.

In order to better lead exhibitors towards next year's rendezvous, the management will freeze the fees that the companies had already settled and it will keep them valid for 2021, even though such resources had already been invested to organise the February 2020 edition, which was only hours away of opening before the announcement of its postponement.

In the meantime, Myplant has developed a new format, myplantonline.com, in order to widen the commercial and communication opportunities of its exhibitors, enlivening this digital platform with current news and contents directed at the operators in the garden industry. Myplantonline will keep developing and it will blend with the real event. Myplant has also promoted and subscribed appeals with associations that represent the industry in order to highlight to institutions the nuisances the sector is facing, and try to find adequate solutions.