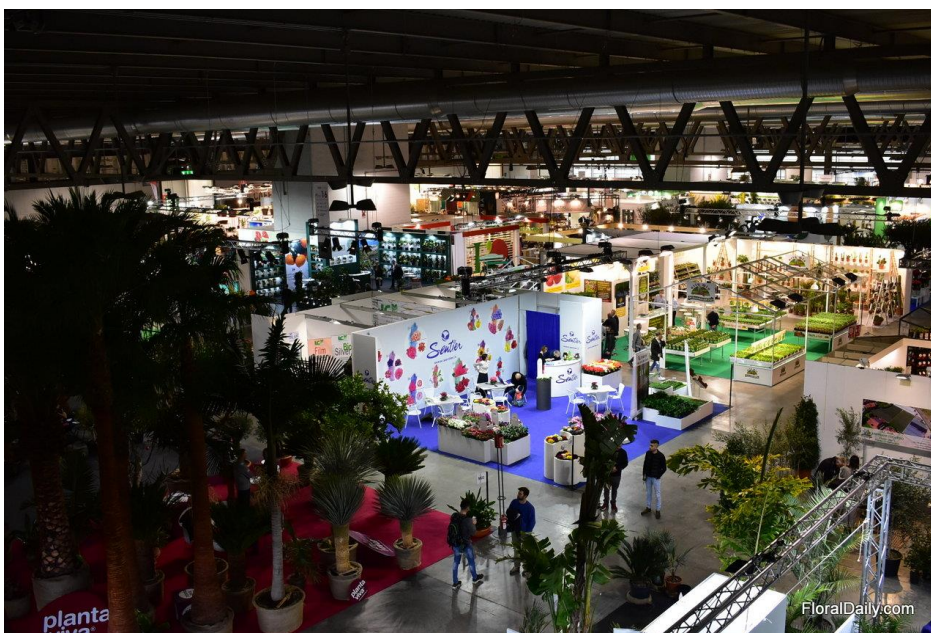


February 23 to 25 in Milan, Italy

Myplant & Garden ready for sixth edition of the trade fair

Next week, from February 23 to 25, Myplant & Garden will be held again in Milan, Italy. After postponing the show for two years in a row due to the COVID-19 measures, the organization is very pleased that this sixth edition will continue. "Myplant is the first big international trade fair to open its doors to the operators once again in Italy, at the FieraMilano-Rho exhibition grounds", says Gianpietro D'Adda, president of the Consorzio Myplant & Garden.



Click here for an impression of the Myplant & Garden 2019 edition

700 exhibitors

Myplant & Garden is one of the most important B2B trade fairs in Italy for horticulture, garden and landscape. Over 700 companies are participating in the trade fair and yesterday, 115 official buyer delegations from 30 countries, mainly from Europe, Middle East, and the Mediterranean basin, confirmed their attendance as well.

All aspects of gardening and green living on display

Plants, flowers, machinery, landscape architecture, pots and containers, seeds, plant food, services, decoration, equipment and accessories are the main categories around which the trade fair comes alive. "This all is transforming the exhibiting halls into a monumental 4.5-hectare greenhouse where each aspect of gardening life and green living is dealt with."

Research and the most advanced technologies are exhibited side by side to the most traditional yet modern productions. Materials, projects, knowledge, science, and creativity are displayed in this sixth edition. "Myplant invigorates the garden industry, the green culture, and everyone's wellbeing thanks to the energy it infuses in businesses."

Also, there are 15 event locations and 60 meetings will be organized, offering the opportunity to exchange and enhance knowledge and meet new people.

Garden industry: great development and success

According to D'Adda, the garden industry is showing signs of great development and success both on an urban and a domestic level. Recently we have witnessed growing awareness and appreciation of the green culture: politics, municipalities, and the design industry have all started to show renewed empathy by redeveloping urban areas through reforestation and by showing how much plants can do to contrast climate change. Also, the domestic sphere plays a role in this. It is now clear how people spend more time gardening on a small scale in their flats, on their balconies, and in their gardens. People are also more aware of the link between gardening and personal wellbeing."

"Myplant – the beating heart of institutional and commercial relationships – together with our Consorzio and all operators involved is proud and ready to welcome everyone back to the halls safely Welcome back".

FloralDaily photo report

Just like in 2019, FloralDaily will be present at the show to make a photo report. For the 2019 photo report of Myplant & Garden, [click here](#).

For more information:

Myplant & Garden

myplantgarden.com

