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A green, sporty edition of Myplant & Garden kicks off in Milan

The tenth edition of Myplant & Garden at Fiera Milano Rho begins today and runs through Friday. It is an extra special edition, as several events of the Olympic Winter Games are taking place at the same venue. With Dutch ice skaters Kjeld Nuis, Joep Wennemars, and Thijmen Snel on the program Thursday evening, there will undoubtedly be trade fair visitors among the audience.

In the 60,000 m² "green arena" of Fiera Milano Rho, hundreds of exhibiting companies are spread across four halls. The event features exhibitions, presentations, and dialogue sessions, large outdoor areas for practical demonstrations, and thousands of visitors from all continents, along with more than 200 leading international buyers from 47 countries.

There is strong attention to current themes. These include the green design of the Milan-Cortina Olympic Games, therapeutic gardens, historic parks, urban redevelopment, and sports fields. Central to the event is the role of greenery as vital infrastructure for cities and regions: greenery that contributes to the economy, quality of life, and well-being.

Around 800 exhibitors are taking part in the fair, and thousands of visitors from around the world are expected. The Italian horticultural sector is using the event to position itself internationally. The sector recently achieved a production value of over €3.25 billion and ranks among the world's largest exporters of plants and flowers.

Twenty percent of the exhibitors come from abroad, mainly from the Netherlands, Spain, Denmark, Germany, and France. In total, 210 buyer delegations and 134 foreign companies are coming to Milan, representing 47 countries across five continents. Large delegations are expected from Saudi Arabia, the United Arab Emirates, Germany, China, France, and Turkey. Interest from the Middle East and Central Asia continues to grow.

FloralDaily will be present on Thursday and Friday to once again make a photo report of the exhibition. Click here for the exhibitor list.