

22-24 February, Fiera Milano Rho-Pero fairgrounds

## Myplant & Garden 2017: more than 60% of exhibition space booked

Myplant & Garden – the International Green Expo that has become the Italian landmark for horticulture and garden since its first edition – will open its doors once again next year. What’s more, the areas of landscape gardening and design are expanding.



Professionals in nurseries, greenhouses, gardens, parks and the tourism industry have made Myplant & Garden a varied and complete business place. It is a story as wide as the 15 thousand square meters in which the 441 exhibitors have found their space, met people and done business.

The 40% of visitors coming from the retail business (shop owners, retailers, garden centers, consortiums) and the horticultural trade did not come as a surprise. Added to a good number of wholesalers, import/export operators and buyers from big distribution channels, we are looking at a trade fair that attracts a public of potentially immediate users -- which make up almost 60% of the total. The remaining 40% consists of visitors who will buy goods in the near future (maintenance operators, gardeners, agronomists, architects, operators in tourism and the service industry).

Here is an outline of the visitors for 2016:

MYPLANT 2016: VISITORS AND INDUSTRIES	
SHOP OWNERS, RETAILERS, GARDEN CENTRES, AGRICULTURAL CONSORTIUMS...	22%
NURSERIES (PRODUCTION/TRADE)	17%
GARDENERS, MAINTENANCE TECHNICIANS	17%
ARCHITECTURE, CONSTRUCTIONS, LANDSCAPE	13%
WHOLESALE	13%
IMPORT/EXPORT	4%
AGRONOMISTS	4%
LARGE RETAILERS	3%
PUBLIC ADMINISTRATION TECHNICIANS	3%
VARIOUS SERVICES	2%
HOTELS AND TOURISTIC ACCOMMODATION	2%

MYPLANT 2016: VISITORS' MAIN AREAS OF INTEREST (MULTIPLE CHOICES)	
NURSERIES: GREEN PLANTS AND FLOWERS, SEEDS	72%
POTS: POTS AND PROFESSIONAL CONTAINERS	38%
GREEN ARCHITECTURE AND CONSTRUCTION	36%
TECHNIQUES: SOILS AND FERTILIZERS	31%
DECORATIONS: DECORATION AND ITEMS FOR FLORISTS	29%
FLOWERS: CUT FLOWERS	28%
MACHINERY: MACHINERY AND EQUIPMENT	26%
SERVICES: SOFTWARE, HARDWARE, LOGISTICS	13%

Among the foreign exhibitors (18% of the total) the Netherlands have been the unquestionable protagonists, followed by Germany and Denmark. Foreign visitors (11%) have come from Switzerland (17%), the Netherlands (13%), Germany (12%), France (11%), Belgium (4%), rest of Europe (29%), Asia (9%), Africa (3%) and America (2%).



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