

# Time for day two of MyPlant & Garden in Milan

Andiamo! We've arrived at the second day of MyPlant & Garden in Milan. On Wednesday, the tenth edition of this Italian trade fair kicked off at Fiera Milano. It was a somewhat slow start, but today the halls are already filling up more quickly. The exhibition lasts three days and runs through Friday, February 20.



*Team Suntory Flowers Europe attending this trade fair for the first time*



*Miriam Kolen of Desch*

The Italian language is buzzing all around us, and the fair has had a good start. It is particularly noticeable that the flower hall seems to have been expanded somewhat. Dutch companies such as Royal van Zanten and Anthura are participating this time as well, not with their own stands, but as part of a large flower stand.





*Filippo Faccioli of MyPlant & Garden*

There is also a positive atmosphere among the Dutch exhibitors. Many Dutch companies are pleased with their participation, as they are meeting many customers and familiar faces, allowing them to remain visible and present in the Italian market. Flowers are also more prominently featured alongside plants, with a complete wedding flowers stand in Hall 8.



*Michel de Rijke and Robert Wagemakers of Hamiplant*



*Charles Lansdorp and his daughter Giulia, together with Dini Holtrop, are managing the Wedding Flowers stand, where various breeders and growers are showcasing flowers specifically for weddings*

The number of visitors? Last year, the fair attracted 27,000 visitors, and this year the

organizers again expect to welcome professionals, hundreds of buyers, and international delegations from the Middle East (a growing group), Europe (mainly Germany, Spain, Bulgaria, Romania, and France), North America, and China.



*Team Riza Growers*

Perhaps the exhibition floor will be a bit quieter toward the end of the afternoon, as the Netherlands will be competing in speed skating again. This event of the Olympic Winter Games is taking place just around the corner from the fair, on the same grounds.

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