

Photo report Myplant & Garden

Myplant & Garden has once again proven to be the show for the Italian horticulture, garden, and landscape industry. This year with the highest number of visitors in the show's history. So to enter the industry in Italy, it is the perfect gateway.

On February 24, the Fiera Milano in Milan, Italy, closed its doors to the seventh edition of this three-day trade show. FloralDaily was present to learn more about the Italian market and make a photo report.

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How was the 7th edition of the Myplant & Garden?

As said, the number of visitors has been the highest in the show's history. In total, 23,000 visitors came to the Myplant & Garden, which hosted 654 exhibitors, 21% of which were from abroad. The majority of the companies exhibiting came from the Italian regions of Lombardy, Veneto, and Tuscany.

One hundred eighty delegations of buyers were at the fair from 5 continents and 40 countries and 300 journalists, of which our FloralDaily reporter was one. When talking to the exhibitors, they were pleased with the quality and quantity of the visitors, and some found the level of international visitors higher than in previous years.

Next year, 2024, the show will take place from February 21-23.

But how is the Italian market doing? [Click here](#) to learn more.

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