

Day 2 of Myplant & Garden

How pricing shapes the Italian ornamental industry

Andiamo! It's day two of the Myplant & Garden trade show in Milan. "Fiore per l'amore," "grazie mille," and a glass of wine – it's clear we're in Italy. This exhibition is the leading event for the Italian horticulture industry, attracting an increasing number of international participants. The Dutch participation is especially large, making it the largest group among international exhibitors, and the atmosphere among them is upbeat and positive.

These are economically challenging times, and pricing is a critical factor, which is why Italians are leaning more towards locally sourced products this spring. Despite these challenges, many Dutch companies are satisfied with their participation. It offers them a valuable opportunity to connect with clients, catch up with familiar faces, and maintain their strong presence in the Italian market.

FloralDaily is also here, capturing the traditional photo report and gaining insights into the Italian market.



Wim Zandwijk of Muller Seeds with his interpreter



Stef Geertsema of Gebr. Valstar with his interpreter



René Ratterman and Jacob-Jan van Laar of Van Nifterik



Pieter Mol and Mark van Dijk of Ludvig Svensson. They see Italy as a major market and use the trade show as an opportunity to reconnect with growers.



lot of attention is being given to Hanneke Frankema's floral artistry on stage

Our traditional photo report will be published on Monday, February 24, but in the meantime, we'll keep you updated on the latest trends and developments in the Italian market. So, stay tuned!
Publication date: Thu 20 Feb 2025