

February 20-22, Milan, Italy:

Myplant & Garden prepares for fifth edition

Myplant & Garden is getting ready for February 2019, after processing the excellent response gained during its fourth edition in a scenario of continuous growth. The starting point for the fifth edition is the situation in the halls: the sale of stands is following a positive trend.



Last spring the organization of Myplant & Garden worked on a renewal of the layout of the halls in order to make the exhibiting space more even and it has outlined the goals for the next edition: insight and further enrichment in the offer, and an increase of international participants thanks to a deep analysis of the exhibitors' needs.



During the last edition, 150 official foreign buyers' delegations confirmed their interest and satisfaction. The delegations have come from Algeria, Armenia, Azerbaijan, Belgium, Belarus, Bulgaria, China, Croatia, Czech Republic, Denmark, Estonia, Finland, Georgia, Greece, Hungary, Israel, Kazakhstan, Kuwait, Latvia, Lithuania, Macedonia, Montenegro, Morocco, Poland, Portugal, Qatar, Romania, Russia, Saudi Arabia, Serbia, Slovak Republic, Slovenia, Sweden, Switzerland, Tajikistan, Tunisia, Turkey, UAE, Ukraine, UK, USA, Uzbekistan, besides the more traditional importing countries. "The aim for 2019 is to implement the presence of buyers in order to bring to the heart of international markets the best of the industry."



The exhibiting grounds will develop in halls 12 – which debuted in 2018 – 16 and 20 on 45,000 sqm. They will be enlivened by 8 macro-sectors (nurseries, cut flowers, decoration, pots and containers, garden care, machinery, landscape, services). After a quick look at the hall plan one notices that hall 20 will have 2 conference rooms in order to host the professionals who will participate in the seminars in an ever greater number. The area reserved for landscape, design and materials will be characterized once again by the 'strada dell'edilizia' and by the presence of design studios looking for new suppliers and business opportunities.



A new area dedicated to sports grounds will debut in view of an involvement of the professionals in a thriving field – from seeds to machinery, from design to materials. Next to it there will be another innovation dedicated to the sector of tree-care, which will be of interest for the sector of professional, urban and forest arboriculture. During the three days of exhibition there will be seminars and workshops led by institutions, international spokespeople, associations and Italian companies in the field. The sectors involved will be those that deal with services and technologies for arboriculture, the sustainable management of trees, the sector of urban wood, products for urban forestation, specialized nurseries and machinery. The organization is extending its investment in the sector of machinery both within the halls and in the outdoor demonstration area.



Hall 16 is already full and it hosts a variety of companies in the sectors of horticulture, services, pots and containers, and garden care.

Hall 16 will be connected to hall 12, which will have its own dedicated entrance and, as it has already shown during its debut, will be a lively area full of innovation. The event-ambiance Garden Center New Trend will develop on a larger area and there will be innovative spaces for floristry demonstrations with Italian and international schools that will present new concepts and trends in an open dialogue with the world of fashion.

| | 2018 | 2017 | 2016 | 2015 |
|------------------------------|--------------------------|--------------------------|--------|--------|
| Exhibitors | 655 | 567 | 441 | 339 |
| International Buyer | 150 official delegations | 110 official delegations | 90 | 50 |
| Meetings and events | 70 | 40 | 30 | 10 |
| Professional visitors | 17.300 | 13.000 | 10.000 | 8.500 |
| SQM | 45.000 | 30.000 | 30.000 | 25.000 |

Hall 12 will also host the buyer's lounge and an improved press room that will answer the needs of a growing media interest in Myplant – during the last edition there were 230 journalists from Italy and abroad that have commented positively and profusely on the exhibition. The foreign press has come mainly from Cyprus, Denmark, Slovenia, Spain, Switzerland, Ukraine, UK, USA.

For more information: **Myplant & Garden**

Tel. (+39) 02 6889080 - info@myplantgarden.com - www.myplantgarden.com

