

February 21-23, 2018 in Milan, Italy:

Italy: Fourth edition Myplant & Garden taking off

The fourth edition of MyPlant & Garden took off this morning in Polo Rho Fiera di Milano, Italy. It is a meeting point for all the operators in the sector in Italy, and it has also attracted the interest of international exhibitors, buyers and professionals. The trade show will last till February 23. Our FloralDaily team will be present on Thursday 22 and Friday 23 to make a photo report of the show.

This year, there are three halls (45,000m² in total), 650 (83 more than 2017) exhibitors and brands, 70 meetings and events, Décor District, live demonstration areas and a significant panorama of innovations, business opportunities and contacts for professionals in the green industry.

This morning, on February 21, the show really took off and the Dutch exhibitors posted several pictures on their Facebook page to give an impression of the show:



Wim Zandwijk of Muller Bloemzaden BV is ready! The company posted their picture (and more) on their [Facebook page](#). "You are again welcome at the Myplant & Garden in Milan Italy. The coffee is ready, you can visit us until Friday."



Holland Pavillion. (Source picture: Facebook page [Muller Bloemzaden](#))



Marc van Heijningen posted these pictures on his [Facebook page](#): "First day of #myplantandgarden with Schoneveld Breeding Gianfr de Leo and Alessandra Petruzzelli"



These pictures were posted by OZ Export on their [Facebook page](#). "Are you going to visit Myplant & Garden? Together with Premium Flowers, white sposa, Chrysal Flower Food, Avalanche+ Roses, Coloriginz, Flower Academy and Charles Lansdorp we present you inspiring floral designs and beautiful, high quality flowers!"



Opti-flor posted this picture on their [Twitter page](#). "Today is the first day of the Italian trade fair Myplant & Garden. We present various novelties including our Fomidablo's, the Shape-it collection, the flying plant and the Music pot. Untill Friday we can be found in hall 12, stand B19 C28. You are most welcome in our stand!"