

February 26-28, 2020 in Milan:

Italy: Myplant & Garden counting down for sixth edition

Next week, from February 26-28, the FieraMilano Rho in Milan will open their doors for the 6th edition of the Myplant & Garden. With more than 780 exhibitors on an area of 50,000m2 and attracting more than 20,000 visitors from all over the world, it has become one of the most important professional trade fairs for the garden industry in Italy.



Eager to get an impression of the show, check out last year's photo report.

From then till now

Myplant & Garden exhibits and promotes the entire green industry through its 8 macro-sectors (nurseries, flowers, decoration, construction, machinery, services, garden care, pots and containers). Over the years, the show has grown rapidly; in exhibitors as well as in size, international buyers, meetings/events and participants. In the first edition, 339 exhibitors presented their products on 25,000m2, welcomed 8,500 visitors, 50 international buyers and 10 meetings were organized. Over the years, nearly all numbers doubled and numbers are still increasing. This year 780 exhibitors will present their products (+48 compared to 2019) on 50,000 m2 (+5000m2 compared to 2019) welcoming more than 220 delegations (+20 compared to 2019) and organizing 90 meetings (+10 compared with 2019).

	2020	2019	2018	2017	2016	2015
EXHIBITORS	780	733	655	567	441	339
INTERNATIONAL BUYER	+220 Official delegations	200 Official delegations	150 Official delegations	110 Official delegations	90	50
MEETINGS/EVENTS	90	80	70	40	30	10
PARTICIPANTS		20,100	17,300	13,000	10,000	8,500
SQM	50,000	45,000	45,000	30,000	30,000	25,000

Three halls

The exhibitors are divided over three halls, hall 12,16 and 20. The pavilion in Hall 16 keeps getting bigger. The products exhibited are more and more numerous: aromatic plants, indoor

plants, bonsais, cacti, green walls, fruit plants, logistics services, software, graphics, printing and distribution services, pots and professional containers, vases for shops, for interiors and exteriors, pots made of recycled materials, garden care products, soils, plant food, pesticides.

A roofed passage leads the visitor from hall 16 to 12. Between the two there will be outdoor, live motorgarden demonstrations. A signature instalment next to the main entrance of the pavilion will present visitors with two paths to follow. The first path leads to the Decor District: 6,000 sqm dedicated to floristry, contests, runways, labs, debates and workshops with international floristry masters, floral design ateliers and international collectives. The second path will lead visitors to the garden centre world among plants, flowers, accessories and garden care items from Italy and the world. This hall is home to the Garden Center New Trend event, an instalment that presents the garden centre of the future.

Hall 20 presents a number of horticulture brands, some of which are involved in large-scale design and in the supply of plants. The whole pavilion shows visitors all the potentialities of a synergy between landscape architecture, urban redevelopment, maintenance of private and public green areas and reception facilities. In this context, motorgarden stands side by side to products and materials for the outdoors, to the Sportgrounds event in the Landscape Area, to design studios and to the debuting PP.AA. Project, a new exhibiting section that involves Italian and foreign public administrations that wish to show and discuss with operators their projects of redevelopment of green areas on an urban and territorial scale.

Excellent product showcase

Like last year, awards will be handed out for the Excellence Product Showcase. There are 54 finalist products selected among 65 candidates in the contest dedicated to the latest innovations in the garden industry. This edition of the Vetrina delle Eccellenze (Excellence Product Showcase) is led by president Anna Zottola, together with a jury of high-level experts. It stresses innovation, attention to the environment and sustainability, social value and wellbeing of the candidate products.

There are seven categories:

- A) new varieties of ornamental plants
- B) new varieties of cut flowers and cut foliage
- C) new varieties of fruit plants and plants for the vegetable garden
- D) innovative equipment, materials and commercial preparations for horticulture
- E) innovative equipment, machinery and systems for horticulture and gardening
- F) new building materials for the creation of green areas
- G) new items of outdoor furniture
- H) new pots and products for indoor and outdoor green design

Many more events and workshops

But many more events and workshops will be organized. [Click here for the list of events.](#)