

Italy: Positive atmosphere at Myplant & Garden

This morning, the Fiera Milano opened its doors for the second day of Myplant & Garden. After quite a slow start yesterday, exhibitors are having a very busy time today. The Italian market seems to be climbing out of the crisis and this is creating a positive atmosphere on the exhibition floor.

However, next to Italians, the show welcomes many more nationalities, mainly from Europe and Eastern Europe. With an exhibition that is just in its fourth year, the exhibitors are very satisfied, not only with the number of visitors that is increasing year after year, but with - which is perhaps more important - the quality as well.

The exhibition has also grown significantly; a third hall has been added this year. In total, 650 exhibitors and brands are presenting their products and services on an area of 45,000m².

FloralDaily is present to make a photo report of the show. This report will be published in the newsletter on Monday February 26, but below a little preview.







The team of Richel



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Myplant & Garden will last till Friday February 23.