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Final day Myplant & Garden 2019

Today is the final day of Myplant & Garden. When strolling down the exhibition floor and talking to exhibitors one gets a good insight into the demands, developments and trends in the Italian market. Below some of the highlights.



Wedding arrangements being made.

Weddings

At the exhibition, weddings is a much highlighted theme, with wedding flower arrangements and decorations being made on the spot. Even some fictive weddings were taking place. According to some, Italy is becoming an ever more popular destination that brides and grooms flock to.



Focco Prins of Queen Genetics, Michal Shafransky and Anat Moshes of Danziger. Their scabiosa, craspedia and Green Dragon received a lot of attention from the florists.

Novelties

In general, florists and floral arrangers seem to be drawn to the flowers and plants that are new to them.



Richard Venema of Eden Collection sees a lot more interest for green plants this year as compared to last year.

Greenplants

For houseplants, the phalanopsis is said to be one of the most demanded products, but exhibitors are seeing the trend of green plants also arising in Italy. Several green plant producers see a significant higher interest for their green plants compared to last year.



Miriam Kolen of Desch

Plantpak, in Italy represented by Agrimedia, presenting their new line of pots, she sees an enormous market for colored pots in Italy. Their eco-friendly pots and trays were nominated for the excellence showcase of Myplant & Garden.

Sustainability?

At the IPM Essen that took place last month, visitors stumbled over the sustainable packaging innovations. However, in Italy, it doesn't seem such a hot topic. Here and there, one can see some sustainable innovations on display, generally at the exhibitors who also showcased them at the IPM Essen. However, as it is such a hot topic in other countries, like Germany - a country many Italian growers are exporting to - exhibitors feel the interest increasing.



The team of NIRP International promoting their cut garden roses *Le Profumatissime delle Riviera dei Fiori*. These perfumed garden roses are bred and grown by NIRP and are sold to garden centers in Italy. At the moment, this concept is for the Italian market only.

Good show again

The show will close its doors at 5 pm today and according to the exhibitors we spoke with, the event exceeded their expectations. "Finally a good show in Italy again", we can quote quite a few exhibitors.



Cornelis van Bommel and Jeffrey Kramer of Erfgoed presenting their Ebb and flood floors.

Eager to see what was more on display? Check out our photo report that we will publish on Monday February 25!



Flowers with his model Camilla.

Klaas Droog of MNP