

Busy start to second day of Myplant & Garden

Myplant & Garden in Milan, Italy is on. Today is the second day, which took off with a busy morning with exhibitors who seemed to be pleased so far.



Every year, the show gets bigger, and this year, 5,000 m² has been added. So, the total exhibition area is 50,000 m² with 768 brands on display. And like last year, 21% of the exhibitors are from abroad. It is the eighth edition of the show. Over the years, it has become the show for the Italian horticulture, garden, and landscape industry and, therefore, the perfect gateway to enter the Italian market.

How is the Italian market doing? Stay tuned! FloralDaily is present to learn more about the Italian market and makes the traditional photo report. Below is already an impression.



Anat Moshes of Danziger and Luigi Tricarico of Triflor, the distributor of Danziger cut flowers and bedding plants in Italy. They see the local production of cut flowers increasing in Italy with the aim of exporting them to the Netherlands and other countries.



Wim Zandwijk of Muller Seeds, with his interpreter, presented their seeds for professional growers in the GREEN collective.



And when talking about GREENN, this is Maaïke Koop and Marco van Veen. The GREENN collective almost doubled in m2 compared to last year, and 22 Dutch companies are presenting their products this year.



Ronald Vijverberg and Henk de Jong of The Orchid Growers, presenting their brand Mimesis for the first time at Myplant. Italy is one of their largest markets, and they see a high demand for their orchids.