

Myplant & Garden is coming to an end

Today is the final day of the sixth edition of Myplant & Garden in Milan, Italy. So far, the exhibitors seem to be satisfied. The number of visitors may probably not be higher than the last edition two years ago, exhibitors are very pleased with the quality of visitors.

Despite there are more Italian business than in other years, Myplant is still an international meeting place. Also the Dutch are well represented. Since 2015, Greenn is organizing the Dutch pavillion representing Dutch growers, breeders, and exporters of potted plants, cut flowers and seeds.

And they are pleased with the show so far. "Before the show took off, over 12,000 visitors have registered, but this number has already been surpassed after day two", reports Greenn.



Dutch pavillion

Also the Dutch pavilion exhibitors are satisfied so far. Mischa Groothuizen of Levoplant: "We are happy that we finally have the opportunity to speak to the Italian customers again. It is a piece of recognition and customer experience that we can offer. Many people recognize the product and we spend most of the day seeing and talking to relationships again."

Takii Seeds exhibits at Myplant & Garden for the first time. Antoine Groot says: “We are very happy that we are there for the first time and that it is all possible again. We had no expectations of the fair, because it is our first time, but so far it is going very well.”

The Amigo Plant team is also satisfied: “Good to be back! Many garden centers and florists and a few wholesalers involved. There is interest in the products and you notice that the Dutch stands in a row really attract attention.”

Photo report

Also FloralDaily is present at the show to make our 'traditional' photo report. It will be published in our newsletter on Monday, but below already a sneak peek.



Joan Vergès of Morel Diffusion



Carlo Clementini and Francesc Casas of Selecta one.



Dr. Einar Nilssen Jr. and Dr. Luca Giani of Norcom.



Debora Lombardo and Jean Bessette of Benary

For more information
Myplant & Garden
myplantgarden.com

