

Photo Report: Myplant & Garden 2019

The fourth edition of Myplant & Garden has come to an end. Last Friday, Fiera Milano closed the doors of a well attended exhibition. In just five years, Myplant & Garden has grown to one of the largest B2B horticultural fairs in Italy and shows an annual growth in exhibitors, size and visitors. This year, 733 exhibitors (+12% compared to 2018, 21% of which came from abroad) presented their products and services and the show welcomed 20,100 visitors. This exhibition seems to be boosting the Italian horticulture sector in the positive direction.

FloralDaily was also present to make a photo report of the show. [Click here for the photo report](#)



Clockwise: The team of Syngenta Flower, the team of ICL, the team of FleuraMetz and the team of Dümme Orange.

Italian horticulture expected to grow

Even though the challenging years and the [challenging 2018](#) for many, the atmosphere at the exhibition was positive. The future of the Italian horticulture looks bright and is expected to grow, this was revealed in a recent study conducted by research institute Euromonitor International for Italian exhibition Myplant & Garden. They [forecast](#) a constant growth in the sales up to 2022, reaching the value of 2010 again, which was 3 billion Euro.

Growing exhibition

Again this year, the exhibitors were pleased with the exhibition. "Finally a good exhibition in Italy again", many say. This probably explains the strong growth of the exhibition, not only regarding exhibitors but also regarding visitors. Since the first edition of the exhibition, in 2015, the number of exhibitors more than doubled to 733 and the exhibition floor from 25,000m² to 45,000m². The number of professional visitors even almost tripled; from 7,500 in 2015 to 20,100 in 2019.

The markets have shown clearly their interest in the event: there have been 200 official international buyers delegations (+30% if compared to 2018) that have been selected and

divided into 56 purchasing categories. Buyers have come from 48 foreign countries, 120 international wholesale resellers have visited the event together with people responsible for the urban redevelopment of various European cities and thousands of buyers from Italy as well. Local institutions have come back to Myplant together with the managers of big private and public green areas – for playgrounds, sports, urban development, tourism – from all over Europe.

At Myplant “it is a pleasure to participate thanks to the exhibitors, the visitors and the organisation: they have all rejoiced in the success and in the presence of buyers. The halls at intervals were literally crowded with groups of buyers who spoke all the languages of the world.”

The feedback of those who have confirmed the usefulness of the event in order to expand their network have been numerous.

Exhibitors have come mainly from Lombardy, Veneto and The Netherlands, followed by Germany, Denmark, France, Poland and Spain – as regards foreign companies.

Halls

A quick look at the halls, that covered 45 thousand square meters, shows the liveliness of hall 12 with its world of cut flowers and decoration for home&garden on the one side, garden care and plants on the other side. Hall 16 has shown its character once again with companies devoted mainly to plants and pots. Hall 20, with its numerous events dedicated to landscape and sportgrounds on the one hand, arboriculture, maintenance and machinery on the other, has shown a great selection of products.

Also a video crew was present at the Myplant & Garden and published this 1,5 minute teaser of the show. The final version will be published soon.

Events

In a sparkling and colourful atmosphere created by flowers, plants, accessories, machinery, services and materials, among colourful notes and technical talks there have been a number of notable events like, three wedding ceremonies, woodcutting competitions, motorgarden demonstrations, floristry decorators from the Vatican, contests among flower experts from USA, Europe and Asia, the world premiere of flower trends for 2019, musical fashion shows, haute couture with designers and flower masters, the [award for the most innovative products in the industry](#), and market analyses (by Euromonitor, Crea, Coldiretti).

What stood out?

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. [Last Friday, we published an article with some of the highlights that struck our attention.](#)

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