

Landgard, Bloomways, Floricoltura Chiara and Salomo Aalsmeer shared booth at Myplant:

"This collaboration will strengthen even further in the coming years"

Landgard and Bloomways appeared together for the first time at Myplant & Garden in Milan from February 21st to 23rd, 2024. The cut flower and plant experts from the producer cooperative used the trade fair days to exchange ideas intensively with Italian production companies and suppliers.



Michael Bank of Landgard at Myplant & Garden 2024.

"The feedback we received from visitors here was extremely positive," says Michael Bank, who is responsible for the Italian business at Landgard, among other things. "An important topic in the discussions with current and potential suppliers and member companies was our plans for the strategic expansion of the Italian business. This meant we were able to clarify questions about upcoming changes directly on site and at the same time signal great continuity in the collaboration with our team of well-known and experienced contacts. The trade fair also gave us the opportunity to talk to producers that we have not yet reached in person. The fact that we are here to provide them with first-hand information was perceived very positively."



Landgard and Bloomways have set up shop on 180 square meters in Milan together with the strategic partners Floricoltura Chiara and Salomo Aalsmeer N.V. presented to trade visitors. "We have been working very well together for many years. This strength is an important signal that we also send with our joint appearance here want to send at the trade fair," explains Flavio Chiara, managing director of Floricoltura Chiara. "And I am convinced that this collaboration will strengthen even further in the coming years." As part of the collaboration, Floricoltura Chiara is focusing on trade within Italy, while Salomo Aalsmeer was there as a specialist for the Dutch market. Landgard has been one of the largest exporters of Italian flowers and plants to Northern Europe for many years. Thanks to efficient logistics and its own local member companies, the cooperative supplies retailers with fresh Italian goods, both during large campaigns and in day-to-day business.

"All of this makes Italy a very important strategic business area for us, which we want to further intensify in the future," reveals Michael Bank. "Not to mention, of course, our personal emotional connection to this beautiful country."