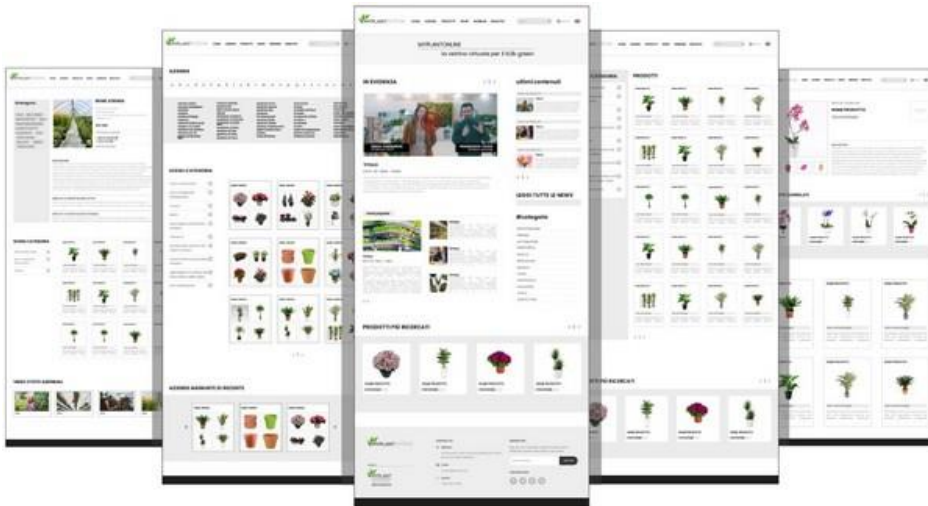


Myplantonline: the new B2B digital platform of Myplant & Garden



Myplant & Garden has developed Myplantonline, a digital display for the companies exhibiting at Myplant 2020. The goal of the new B2B format, which is constantly updated, is to bring exhibitors closer to operators, before their meeting face to face during the next edition of [Myplant & Garden](#).

"With Myplantonline, the International Green Expo, an ever reachable meeting place has been created. A place that offers a customised palimpsest that follows the needs of each virtual visitor", says the organisation.



"The digital acceleration requires an integration of services and opportunities offered by Myplant" they continue. "Myplantonline aims at answering at best to the needs of stakeholders and it highlights once more the role of trade fairs in the garden industry."

Myplantonline further multiplies the potential of operators in the industry by augmenting their cooperation, and enhancing the value of production, commerce and of the "green" culture.

The new platform presents a highly innovative scene where companies, buyers and operators in the garden industry will be able to meet, share contacts and pave the way to new business opportunities.

The format, moreover, will allow its users to access information, data and news that involve, attract and appeal to a whole community of operators. All the companies active in the garden industry will be able to meet buyers, operators, stakeholders, professionals and businesses in order to create a green community enlivened by the best brands and by the protagonists of the sector.