



4 November 2021

*23-25 February, Fiera Milano*

## **Myplant & Garden to take place in 2022**

After announcing the official allocation of the exhibiting halls for the upcoming sixth edition of Myplant & Garden – which will take place in the historical halls 12-16-20, for a gross exhibiting surface of 45,000 sqm – the organizers are evaluating a possible expansion to a fourth hall, “considering the numerous requests that are coming to our offices every day.”

Hall 12 will host both the worlds of floristry and home & garden decoration and that of garden care. Hall 16 will host services related to the garden industry, garden care, potted plants, and flowers, whereas hall 20 will welcome nursery products side by side to landscape architecture, garden maintenance, motorgarden, and the sports facility sector.

Motorgarden will also feature an outdoor area for live demos between halls 12 and 16. “The 3 halls are full. The idea of expanding to a fourth hall has come naturally after all the new requests of application to the fair. We are negotiating with Fiera Milano about this and we are positive that we will be able to open the fourth hall,” confirm the organizers.

“The possible expansion is also due to the wish to highlight the role that Myplant & Garden plays in the garden industry, its value in offering a stage where to discuss current themes such as the digital and ecological transition (PNRR, Italy’s national plan of rebirth and resilience), and the international vocation both of the exhibiting companies and all the operators involved. These themes have always been central to the trade fair, and are now as topical as ever,” they stated. For this and other reasons, Myplant will present MyplanTech, a new feature that aims at becoming the melting pot for research in the garden industry from 2022 onwards. MyplanTech will become an exhibiting sector in which specific knowledge and skills will intermingle in order to create a better future.



Myplant will introduce other crucial themes such as the role of public administrations and landscape architects in redefining urban regeneration policies, or such as the 'fair' production of vegetable material. The analysis of the performance of sales channels, the best solutions for the maintenance of sports facilities, and the exploration of the best practices to make specialized retailers more efficient will also be tackled.

The event will also offer professional updates and a rich palimpsest of meetings, workshops, and events concerning floristry and the wedding industry. Floral-fashion runways will celebrate the mingling of fashion and flower compositions.

For more information

**Myplant & Garden**

[myplantgarden.com](http://myplantgarden.com)

