

February 20-22, 2019 in Milano

Italy: Myplant gearing up for fifth edition

The fifth edition of Myplant & Garden will be a festival of plants, flowers and landscape.

45,000 sqm in the halls of Fiera Milano-Rho will transform into a huge greenhouse in which urban forests, colourful lawns, flower-fashion runways and advanced robotics placed within green-living ambiances and new design projects will host visitors from all over the world.



Myplant is ready to gather and relaunch the best horticultural tradition of the Belpaese, thanks to its leading role as the reference trade fair for the industry in the Mediterranean. It also attracts the big international names of the sector by welcoming them in a prestigious exhibiting arena.



Seven special areas have already been planned: Landscape Area, Decor District, Motorgarden, Sports-grounds area, Garden Center New Trend, Tree Care area, UGM.



The Landscape Area in Hall 20 will be dedicated to the world of design, landscape and urban redevelopment through green building.

The Decor District in Hall 12 is the international window for floristry and the meeting between fashion, decoration, music and signature craftsmanship.



The Motorgarden, besides its exhibiting quarter in Hall 20, will have its own outdoor live demo area, where tools and machinery will be shown and tested.

The Sports-grounds area is one of the innovations of the fifth edition. A sports-ground (soccer, golf, track & fields, cycle path) in Hall 20 will be home to a series of thematic meetings with some of the most important actors in the sports industry in Italy.



The Garden Center New Trend, a 'must-have' of the trade fair, will offer innovative, scenic exhibiting concepts and a rich display of novelties produced by the companies in the industry.



With the Tree Care area — another innovation of the next edition of the fair — Myplant intends to face the arboriculture theme on a round level, by meeting experts in the field and by giving space to a number of practical demonstrations.



UGM — Urban Green Management, attracts the operators in building, creation, maintenance and management of the urban green areas.

For more information:

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