



*September 3, Cologne, Germany:*

## Learn more about the Italian green market at 'Get-Together' MyPlant & Garden

Want to learn more about the Italian green market? On September 3, 2018, a "Get-Together" will be organized by Myplant & Garden and it will take place in Cologne, Germany. With this 'get together' evening, Myplant plans to meet directly, in a relaxed atmosphere, firms, press, and buyers.

During the evening, some presentations will be given. Firstly, one about the fifth edition of MyPlant & Garden, that will take place from February 20-22, 2019 in the Fiera Milano Rho-Pero in Milan, Italy. This show that has opened a door, not only to the Italian market but also for Italy to the international market. The General Consul of Italy in Cologne, who will be attending the 'get together' as well, sees Myplant & Garden as the key to understanding the Italian green market.

Afterwards, a short presentation of the Italian market will be given by Ratna Sita Handayani, Senior Research Manager – Western Europe - of Euromonitor International, the partner company of Myplant & Garden. During the presentation, the following themes will be brought up: an overview of the key trends and drivers of the gardening market, the analysis on best performing product areas and future prospects. And the analysis on retail landscape/channel.

The Get-Together event will be held at 18:30 at the Radisson Blu Hotel Cologne in Cologne (Köln), where one can enjoy an aperitif with Italian specialties as well.

Even though the evening will take place in Germany, the interest for attending the event comes from all over Europe. Therefore, the presentations are all in English.

Send an email to [myplant@multi-consult.it](mailto:myplant@multi-consult.it) for more information and if you are eager to attend the evening.