

Italian business tour finds inspiration in China

Myplant & Garden, in cooperation with the Italian Chamber of Commerce in China, has organised a business-meeting tour for exhibiting companies interested in the project with builders, designers and importers in Beijing, offering its exhibitors the possibility to expand their business in China.



It turned out to be an interesting trip to discover new markets and cooperations, the local culture and production, historic monuments and fascinating, futuristic building sites.



Some of the featured activities:

- B2B meeting - Approx. 10 buyers, builders and designers of the Chinese green industry for each participating company.
- Visit to the botanic garden - Analysis of Chinese horticulture, garden and landscape during the imperial period.
- Meeting with Beijing Floralscape Company - Visit to the headquarters and meeting with the executives.
- Visit to China International Garden Expo - Exhibiting area of approx. 1,000 hectares where the green theme could be approached on a global level.
- Visit to Xiong'an Area - Futuristic business and culture capital now in its final design phase that will rise on an initial 100 km² area, to be later expanded on 340 km². The whole district will be home to the most innovative and advanced technologies for the environment and to extensive green areas that will focus on the re-establishment of the historic, indigenous ecosystem.
- How to enter the Chinese market - Forum & cocktail party with the participation of Dott. Giulia Gallarati (secretary general of CCIC) and Dott. Enrico Berti (first secretary of the Italian Embassy in China).
- Visit to the flower market in Beijing - Analysis of the market, its production and Chinese import.
- Meeting at China Construction-Engineering Research Institute Co - Visit of the institute with general vice-director of Green Construction Center.
- Visit to the Great Wall of Badaling
- Visit to Tiananmen Square



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