

## Myplant & Garden closed with record numbers

**On Friday 24th February the curtains have closed on the third edition of Myplant & Garden – International Green Expo, the most important international b2b trade show for horticulture, landscape, garden and green building in Italy. The exhibition – which was born 3 years ago and which has brought back to Milan a horticulture trade fair after 15 years – has changed the trade fair world of the sector in Italy by becoming its utmost protagonist.**



“Horticulture in Italy is waking up again – **says the President of the Consortium Gianpietro D’Adda**. It has been years since we have perceived such enthusiasm. Myplant is a bet that we have won together, that has been organized in an exceptional way and that has been promoted by the Myplant & Garden Consortium, in which some companies that operate in horticulture have decided to unite for the sake of their sector. This is how we created the unique centre for the green sector in Italy.”

Myplant & Garden is the fundamental meeting point in Italy for all the players. It is also earning a reputation abroad by attracting exhibitors, professionals and buyers from all over the world. The record numbers of the third edition show this: 3 days of exhibition (22-24 February), 567 exhibitors (+30%>2016; +70%>2015), 20% of which came from abroad, 110 official, international buyer delegations, 40 sold-out meetings, seminars, talks and events.

During the three days of exhibition the international green expo has become the centre of international business. The 8 sectors displayed (nurseries, flowers, architecture, machinery, services, techniques, pots) have shown a depth in the offer which is exclusive and incomparable.

“It’s not just the figures that confirm how the road we opened three years ago with the Consortium is going in the right direction – **says Valeria Randazzo, Myplant & Garden Exhibition Manager.** The exhibition has grown bigger and richer, the surface of 30,000 sqm was well-organized, designed to enhance the visibility of the products – thanks to a keen eye on taste both from our side and that of exhibitors.

We have received many compliments from Italy and abroad by exhibitors, professionals, buyers and the press. We have also received support, suggestions and recognition.

We will keep everything in mind, as usual, in order to become better and to grow bigger.”