



September 2018



MYPLANT & GARDEN

International Green Expo

MYPLANT & GARDEN the fourth edition closes its doors on a huge success

Mylant & Garden has shown its extraordinary power, beauty and vitality. The whole industry has witnessed an exceptional series of products, ideas and solutions. Here are the words of the organizers: *"Myplant & Garden 2018 has demonstrated once again that when the protagonists of the sector focus on a common objective, they give life to a great, unique, incomparable and international moment"*.

Milan (IT), 26 February 2018. The response to the fourth edition of the International Green Expo (21-23 February 2018) has been great: 655 exhibitors, 17,300 registered participants (the expectation was to welcome 16,000), three days in which the main protagonists of horticulture in Italy and abroad have gathered in the halls of Fiera Milano Rho-Pero.

The companies from Lombardy (the Italian region



where the trade fair takes place) have been the most numerous, followed by those from Veneto, The Netherlands, Tuscany, Sicily, Puglia, Emilia Romagna, Piedmont and Denmark.

Foreign exhibitors represented 20% of the total: they have been intrigued by a constant growth in numbers, recognition and business opportunities. The 150 buyer delegations – selected with care – coming from 50 countries have been able to examine what markets are able to offer.

The delegations have come from the following countries: Algeria, Armenia, Azerbaijan, Belarus, Belgium, Bulgaria, China, Croatia, Czech Republic, Denmark, Estonia, Finland, Georgia, Greece, Hungary, Israel, Kazakhstan, Latvia, Lithuania, Macedonia, Montenegro, Morocco, Poland, Portugal, Qatar, Romania,



Russia, Saudi Arabia, Serbia, Slovakia, Sweden, Switzerland, Tajikistan, Tunisia, Turkey, UAB, UK, Ukraine, USA, Uzbekistan.

There have been more than 230 journalists, from Italy and abroad (mainly from Cyprus, Czech Republic, Denmark, Finland, France, Germany, Greece, Poland, Russia, Slovenia, Spain, Switzerland, The Netherlands, Ukraine, UAB, UK, USA). They have expressed sincere words of admiration and praise.

Hall 12, on its debut year, has registered a record of approval not only for the meaningful presence of companies, but also for its liveliness during the whole duration of the fair. On those three days, talents and names of the fashion system have celebrated the positive blend of fashion and floristry, thus giving life to sold-out labs and fashion shows.

Myplant & Garden has been rich and varied on all of the 45,000 sqm of exhibiting surface. The 8 macro-sectors represented (pots and professional containers, garden care, machinery, decoration, flowers, nurseries, services, landscape and materials) have created a mosaic of exceptional variety that had been missing in Italy for a while, and that has met the favour of the visitors.

At Myplant & Garden trends are born and developed, the culture of the industry matures and prospers: the fair is a privileged window whence to observe and catch the tendencies of the sector, and it is also its driving force. Vegetation is synonymous with health, energy and care, but also economy, work, quality of life, research and sustainability.

"Before the opening of the show we felt the responsibility to have become the reference in Italy for the industry. After this edition we have the knowledge that Myplant

is a great driving force for the whole sector. It is the climax of a movement that is surrounded by companies, associations, consortiums, operators, academics, journalists and analysts who ask for advice, who give advice, who follow, encourage and drive on. During the fair days somebody wrote on a newspaper that 'by ourselves we are lost, and Myplant is a world of friends'. Because at the International Green Expo you don't see just a meaningful moment for the industry, you also see a window of values."

The palimpsest of meetings, seminars and events has been wide and varied as well: 50 meetings have focused on the most important and current themes for the industry. The 'bonus verde' seminar has sold out, like many others that have revolved around landscape, green economy and agronomy. There has also been an outdoor area for demonstrations with machinery. All these have been opportunities for dialogue and exchange between the professionals in the field, occasions to give an explicit message to politics, moments of information and professional formation organised thanks to the cooperation with professional orders, public and private bodies, publishing houses, research centres, universities, technical schools, associations, consortiums, professionals and analysts.

"The next edition will take place from 20 to 22 February 2019. Until the end of April we will be busy on two fronts: on the one hand there will be the rebooking phase open to our exhibitors, and on the other Myplant will be present at the Fuorisalone del Mobile (17-22 April) with the event DOT-Design Outdoor Taste. We will transform piazza San Marco, in the heart of the Brera District, into a lively and fashionable urban jungle made of vegetation and outdoor furniture; with the cooperation of big brands, artists, and creative people."

