

1 July 2020

Myplant & Garden – International Green Expo

Date: 15th - 17th February 2021

Location: Milano, Italy

Website: myplantgarden.com

Myplant & Garden is the most important, complete and transversal professional trade fair for horticulture, landscape and garden in Italy. It takes place every year in the largest exhibition center in Europe, Fiera Milano, Rho.

The event, with its constant growth and development, has quickly become the center of attraction for all the players in the sector in Italy and for international markets. This is confirmed by the record numbers that, in just 5 years, have shown the growth of the exhibition space, the presence of selected buyers from all over the world, numerous initiatives and thousands of visitors.

Myplant & Garden, the only event that exhibits and promotes the entire green industry through its **8 macro-sectors** (nurseries, flowers, decoration, construction, machinery, services, garden care, pots and containers), intends to show once again its status of leader exhibition in February 2021: being there means making the difference, being able to network, seize the best opportunities possible, meet the interlocutors and targets that are nowhere else to be found.

Experts, entrepreneurs, traders, technicians, institutions, designers, journalists, trend setters and administrations of European capitals have more and more confidence in Myplant & Garden.

The trust is confirmed by the results obtained during the meetings in the exhibiting area – increasingly accurate, evocative and important, the business meetings, conferences and appointments with delegations of international buyers.

In addition to the numbers, Myplant once again proved to be the moment when emotions, positiveness and enthusiasm make their way, when new perspectives are evaluated, new trends and innovative solutions are identified.

The goal for February 2021 – when the international jet-set of horticulture, landscape and garden will meet in the biggest exhibition center in Europe – is to introduce the news of the sector, promote innovative products, services and contacts, to stimulate opportunities for economic development, to enhance excellence in production, to stimulate the comparison between Made in Italy and the rest of the world, to offer opportunities for technical, technological and professional updates.

In its growth path, the 2021 edition of Myplant & Garden will give further impetus to the research and selection of international buyers and contractors, will gather the big names of the European distribution chain, the largest purchase/sale international brands, the managers of urban regeneration projects, thousands of buyers from all over Italy, public administrations from Italian provinces, the managers of private and public green areas – for playgrounds, sport, urban planning, tourism – from all over Europe. At the same time, the trade fair will develop a palimpsest of seminars and workshops with the themes of current relevance for the industry, will highlight the return of Italian flower markets at the fair, enhance the theme of decoration, will have special areas dedicated to machinery, green design, arboriculture, sport grounds, green building, and will consolidate an ever more complete, rich, deep and transversal offer, truly unique throughout the Mediterranean.

Myplant & Garden – International Green Expo is organized by **VGroup** with the support of the **Myplant & Garden Consortium**, formed by a group of companies that represent the sector.