

Myplant postponed to February 2022



Myplant & Garden, the International Green Exhibition, postpones the appointment with the operators and supply chains of living green and built in February 2022. The latest move was decided after recent government interventions due to the general pandemic scenario.

"The modification of the calendar - explain from the Myplant offices - was necessary and shared as much as possible with our partners".

"During 2021, however, we will try to give visibility to our exhibitors through the Myplantonline.com webzine, the organization of online meetings and on all occasions when we will be allowed to work in the area".

Myplant, as confirmed by the latest data from Mipaaf, has quickly brought an industry that has been declining for years back to the center of international markets, offering an increasingly qualified parterre new channels to explore, business opportunities, comparison and contact with the latest trends and innovations. significant in the sector.

Moving the dates of the next appointment is a gesture of respect towards those who have nourished and will have great expectations from the Show: a regulatory, health, organizational and economic framework that is too uncertain would have penalized all the players involved in the great international green event.

"However, the commitment remains to create a major trade fair event to confirm internationally recognized leadership, while maintaining the high qualitative and quantitative standards of the exhibition, visitors and all the partnerships involved".

After having promoted and signed with the representatives of the sector the invitations to the institutions to take into account the criticalities of the sector and find adequate solutions in favor of green companies, Myplant now appeals for the very existence of the exhibition sector, private and public, to become a priority for the government.

According to Aefi data presented to the competent ministries, 200,000 companies choose Italian fairs each year as a strategic asset for growth and development. Italian fairs that generate an induced activity that exceeds 60 billion euros and determine half of the tricolor exports in the world.

"We ask that the trade fair system be considered in proportion to its weight and the value generated: it is and will remain a fundamental tool for overseeing and spreading 'Made in Italy' around the world. In addition to an indelible image damage, leaving the organizational realities unsupported means ruining a fundamental driving force of the Italian economy ".