

## Take advantage of a £1,500 government grant to exhibit at expanding Myplant & Garden exhibition in Milan

*Significant opportunities for UK suppliers in €4.7 billion Italian garden market*



British suppliers of garden products who act fast can take advantage of a cost-effective exhibiting package at Italy's major trade fair for the horticulture and gardening sector.

The Gardenex export federation has secured funding for eligible exhibitors at Myplant & Garden which is being held in Milan from 20 to 22 February 2019. However, the closing date for applications is 30 September 2018, so interested companies should contact the Federation immediately to secure their stand space.

Speaking about the opportunity, Amanda Sizer Barrett, the Gardenex director general said: "Myplant & Garden covers garden decoration, garden care, machinery, pots and planters, as well as sections for the floral, landscape, and nursery industries.

"The show attracts trade visitors representing distributors, wholesalers, retailers, dealers, garden centres, growers, import-export operators and landscapers and the event offers an excellent opportunity for UK firms to reach markets across Europe and beyond.

"The Italian market alone has been estimated to be worth €4.7 billion and another survey estimates that 48 per cent of Italians have gardens.

"The Federation's involvement in other Italian-based trade shows has highlighted how keen the country's buyers are to source products from Britain, so the conditions are right for existing UK exporters and firms new to export."

The British pavilion is organised by Gardenex and the team will be supporting exhibitors before, during and after the show. Eligible UK exhibitors can receive government cash grants towards their exhibiting costs and a comprehensive exhibition package will enable British companies to exhibit their products to international markets in a cost-effective way.