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'45,000 m2 is not enough for Myplant & Garden'

<u>Myplant & Garden</u> is expanding its exhibition floor due to high demand from exhibitors. "45,000 m2 is not enough. We are opening a fourth pavilion. We hope for the same number of visitors as in 2019," says the director of the fair Valeria Randazzo.

Myplant & Garden in Milan, Italy is back from February 23-25, 2022 after a two-year absence. The 2020 and 2021 editions were cancelled due to Covid-19. According to Randazzo, there is a lot of enthusiasm in the floriculture sector to participate in the sixth edition of the fair. "People are very motivated and positive to start the fair. Floriculture needs fairs."

The fair includes a wedding area. Myplant organizes the wedding area in collaboration with fashion schools in Milan, a publisher of wedding magazines and a stylist from the United States. On the exhibition floor, attention is also paid to cultivation techniques and climate change.

20,000 visitors

"We have over 700 exhibitors, and a list of new companies willing to participate. 45,000 m2 is not enough. We are opening a fourth pavilion," said Valeria Randazzo at the wedding seminar of <u>Floriculture International</u>, <u>Flower Academy</u> Italy and <u>AIPH</u>. In 2019 20,000 people attended the fair. Randazzo expects the same number of visitors.

