

Myplant & Garden 2022: A successful comeback



The curtains in FieraMilano Rho have just closed on the VI edition of Myplant and the organisers are already starting to plan the next edition, scheduled for 22-23-24 February 2023.

From 23 to 25 February the halls of the International Green Expo finally opened to operators again. Participating companies at last presented their products to a live audience; 20% of the exhibitors came from abroad — mainly from Holland, Denmark, Germany and France. 18,650 selected professional visitors patrolled halls 12, 16 and 20 looking for products, ideas and contacts to keep the garden industry striving.

Exhibiting companies were very satisfied with the opportunities that this edition of Myplant gave them: they have received orders, gathered new contacts, strengthened relationships that over the past two years had only been kept afloat through conference calls.



Some topics have been particularly relevant for the trade fair this year: the role of plants for people's wellbeing, the redevelopment of urban areas, the opportunities and critical aspects surrounding the management of cities, climate change, the management of sport grounds, technological innovation, green business, the environment, sustainability, consumer trends.

Myplant was able to organize the visit of 116 official buyer delegations from thirty countries, mainly from Europe. 44% of buyers came from Eastern Europe, 10% from the Mediterranean and the emerging market in the Middle East. Europe is the main market for Italian products, accounting for 84% of all export. The delegations expressed satisfaction for the quality of the products on offer and of the event more in general.

150 additional buyers spontaneously visited the event, many of them declaring that they had been uncertain to the last minute that the trade fair would be successful. These operators have come mainly from garden centre chains, DIY and Home & Garden stores, international retail companies, e-commerce brands, touristic facilities, etc.

80% of exhibitors came from Italy, mainly from Lombardy, Veneto, Tuscany and Emilia Romagna. International operators came from Romania, Switzerland, Hungary, France, Spain, The Netherlands, Germany, Slovenia, Croatia, Greece, Austria, Belgium and the UK. There have also been buyers from Israel, Cyprus, Saudi Arabia, Turkey, Iran, Kuwait and Qatar.

Over 200 press operators — journalists, television broadcast stations, bloggers — visited Myplant and covered the event. 10% of operators came from abroad, mainly from The Netherlands, Germany and Spain. The organizers are thankful to the press for the news coverage of the event.



The three exhibiting halls, covering a total surface of 45,000 square meters, were very lively. Hall 12 was dedicated to the world of floristry, home & garden decoration, greenery, garden care and solutions for stores. Hall 16 focused on flowering and potted plants. Hall 20, which was punctuated by events dedicated to the landscape and sports facilities on the one hand, to arboriculture, maintenance of green areas and machinery on the other, also showcased a selection of nursery products, strongly proposing the potential of an increasingly necessary synergy between the world of green architecture, urban planning, supply and maintenance of greenery, be it in sports facilities, public or private areas and in the hospitality sector.

