

Myplant & Garden, International Green Expo (Milan-IT): focus on 2023 edition

22-23-24 February 2023: VII edition of Myplant & Garden, exhibition among the most awaited by the horticulture, garden, and landscape international professional community. Growth, internationality, and exposition focus at the center of the project in Fiera Milano-Rho (IT)



Milan-IT, September 2022 – The most important, complete and international Italian event dedicated to the universe of Green, designed and built, returns in February 2023 with a new, unmissable appointment. Archived the excellent results of the sixth edition and recording a very positive trend in attendance for the seventh one, the International Green Expo evaluates the debut of a new sector on display, presses on internationalization and deepens some exhibition paths.

Internationality

The joint activity carried out by the organizing secretariat, ICE, specialized agencies, Chambers of Commerce and IEG (Italian Exhibition Group) – in which the organizing company has chosen to enter -, aims to consolidate the Italian leadership of Myplant and accelerate its pace of growth in the international

scenario.

The plan provides for the incoming of selected buyers and contractors, important distribution brands (Garden Center, GD, DIY, Home & Garden chains, e-commerce), purchasing centers, public administrations, HORECA buyers and already registers the confirmations of operators from central-western and central-eastern Europe, Eurasia, Central Asia, South America and Maghreb.

Myplant has also activated the process of joining AIPH, to consolidate and implement the network of international relations and participate with greater incisiveness in the communication flows with foreign stakeholders.

Exhibition focus

Confirmed the special areas, particularly rich in events, activities and contents, within pavilions 20 and 12, while Hall 16 provides as usual a rich offer focused above all on the sector of flowers and potted plants, enriched by the presence of services for markets, companies and professionals, pots, and proposals from the technical sector in general. In Hall 20 the Sport Grounds– which embraces green, infrastructure, supplies, design and regulatory insights – will be further developed. It is the area representing today the heart of institutional and commercial relations of a fundamental sector for the economy of the entire country. Green and urban furniture and soft, eco and smart mobility – for the benefit of companies, technicians, PPAA and contract – will be implemented in terms of product offer and presence of visitors (also from abroad).

For the first time, Myplant, in collaboration with Acer, will host the award ceremony of the 'La Città per il Verde' (The City for the Green). The Award is reserved for Italian municipalities, public realities, private structures with public purposes and voluntary associations that distinguished themselves in works of realization, enhancement, maintenance and redevelopment of green areas.

Also, off to the focus on outdoor building materials and urban green management initiatives, the section reserved for the management and implementation of green and naturalistic heritage on small and large scale, public and private (agrotechnics, agronomy, phytopathology, enhancement, programming, diagnostics, detection, supplies...).

The two exhibition routes of Hall 12 – home decoration, garden and flowers on the one hand, green, garden care and solutions for points of sale on the other – will be enhanced and enriched by various initiatives. The new edition of Garden Center New Trend – always innovative in terms of concept, set-up, product and thematic contents – which will strongly investigate the theme of eco-sustainability and the large area dedicated to new trends for the world of weddings, with

installations, fashion shows and special events, in collaboration with the official representatives of the Kingdom of the Netherlands.

MyplanTech will also be strengthened: the connection among R&D, innovation and markets, the space will also be a place for debates and reflections on best practices that look to the future of the horticultural sector and make the most of the search for new technologies, sustainable and green-oriented production processes.

The organization is also working on a development project for the world of BBQ, and the area reserved for outdoor practical tests for the world of motor garden and arboriculture could move from the traditional positioning finding a brand new placement.

"The confidence of companies in the sector, the increasingly international relevance of the event and the entry into a large, leading group – says Valeria Randazzo, CEO of the organizing company VGroup – are the pillars of our growth

program. From February 2023 edition we will begin to see the first results of the new industrial plan, based on companies' business, the authoritativeness of the sector, market's needs, and the dissemination of the culture of Green".