

## Myplant & Garden Myplant & Garden - Italian International Green Fair in Milan | Weekly International Flower News

February saw the successful conclusion of the 8th Myplant & Garden - Italy International Green Fair exhibition in Milan, Italy.



Myplant & Garden is Italy's most important trade fair specialising in horticulture, gardens, landscapes and sports grounds. This year, 762 exhibitors from all over the world presented their latest products of the year in 50,000 square metres of exhibition space. There were 25,000 professional visitors from 45 countries and regions and a large number of specialised buyers and buying groups came to Milan. All exhibition-related figures are growing at a double-digit rate compared to the 2023 show. Valeria Randazzo, Exhibition Manager, is delighted with this.



Among the many buying delegations there was also a Chinese team led by Li Yaru from the Guangdong Qixiao Horticultural Centre. In addition to the Qixiao Horticultural Centre, the team also included representatives from the florist chains - Fruitful Flowers, Dao and Vertical Gardens and the Mofan Institute of Floral Design. Li Yaru commented that the content of the exhibition is not inferior to the Dutch Commercial Flower Show and the German Essen Botanical Show, and that it is simply not possible to see it all in three days of exhibition time.





The display was accompanied by a rich programme of exhibition activities, 3 consecutive days of floral performances, ecological transition and urban regeneration, the link between green plants and health, the potential of green plants for environmental protection, social well-being and community health, the need for green cities, the digital transformation of the industry, all of which were themes around which the Myplant conference activities revolved.





The exhibition is spread over four halls, divided into seven areas: machinery; garden, materials and garden furniture; sports ground environment; seedlings, pot plants and garden services; cut flowers and floristry; technology; and special display areas. Geographically, Italy's mainland Lombardy, Veneto, Tuscany (Lombardy, Veneto, Tuscany) and Holland topped the list in terms of exhibition space.



Among the visitors and buyers, Germany, France, Romania, Poland, Lithuania, Spain and Switzerland were the most numerous in Europe, while Japan was the most numerous in

Asia, with the number of visitors from the Middle East growing rapidly. The professions of the visitors or buyers, in addition to all types of plant producers, are concentrated on decision makers in the main purchasing chains (garden centres, homes, gardens, e-commerce), as well as urban public administrations and hospitality establishments, real estate developers and others.