

Landscape

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News & Events



Lts qualification as international fair –obtained since its debut in February 2015 –has been reconfirmed and certified also for the second edition: the new Myplant & Garden exhibition proves itself to be the world reference point for business and the green sector, in which plant cultivations and constructions, flower cultivations and decorations, techniques and machineries, services and equipment find an international aim in their business and a real push to recognize the excellence



of the Italian flower and plant sector and of the green solutions which are here designed and presented.

The presence of buyer delegations, which has been remarkable since last year, will be further improved, thanks to the cooperation with bodies, institutions, agencies and companies.

Internationality and business, green and landscape, events and territory: on February, 24-26 the second edition of the international green exhibition will take place.

Myplant & Garden exhibition: Internationality and early contents for the 2016 edition.



“For the first time an Italian fair has connected the protagonists of architecture, constructions, flower and plant providers for projects and public and private, urban and extra urban green areas under construction”.

“We are talking about flower and vegetable gardens, parks and territories –and their maintenance – bearing in mind the needs of retailers and big wholesalers”.

“At any scale flowers and plants are a heritage which needs to be protected: “We know the meaning of 2016 for the green sector: Italy will host IFLA World Congress, an extraordinary opportunity to talk about green, landscape and territory”.

There will be room for **cut flowers** and **flower decorations**: important schools and masters, from Italy and abroad, will discuss about creativity and beauty in flower compositions. There will also be room for **taste**, cooking shows with star-awarded chefs regarding vegetables and food and something is going to be organized also in

the city, in partnership with Aiapp green architects. The **topics** will focus on green and wellness, hospitality, nature and health, paving the way to new types of buyers who come from the hospitality world. Moreover, professionals will have the opportunity to update their knowledge about technical and **professional** themes.

In February 2016 **FieraMilano** will be once more a strong attraction for Italian and **international** professionals. Among the new concepts, it will be considered as a **hub** for green sector professionals in a



historically **central, and not marginal, commercial area**. The exhibition is **transparently** managed in **cooperation** with companies and is an example and boost for the whole sector, especially in Italy, in the Italian and world market.

“**The international green exhibition is awaiting you with its second edition rich in new products, previews, business opportunities, contacts and relations**”.