



#### **CURRENT EVENTS**

The future of  
Italian nursery  
gardening



#### **LANDSCAPING**

The garden and  
the landscape  
that surrounds it



#### **EXHIBITION**

Myplant & Garden  
2020 focuses on  
internationality

# Lineaverde

*International*

THE INTERNATIONAL VERSION OF THE LEADING MAGAZINE IN ITALY FOR FLORICULTURE AND ORNAMENTAL HORTICULTURE

Visit  
Lineaverde  
at IPM Essen:  
**HALLE 6  
STAND 6F09**

## Rainy springs and leaf diseases

January 2020



# Myplant & Garden 2020 focuses on internationality

Center of attraction for all the players in the garden sector in Italy and for the international markets, Myplant & Garden is warming up the engines for the 3 day event in February.

**T**he sixth edition of Myplant & Garden, the International Green Expo, will be held from 26 to 28 February 2020 in the exhibition center of Fiera Milano Rho. In its growth path, the goal for 2020 will be to confirm and reinforce the role of the trade fair as the place to be for the international jet set of the garden industry. This will be possible thanks to

many activities, among which the increase of the presence of visitors from all over the world - professionals, experts, shop owners, contractors, wholesalers, producers, technicians, architects, import-export managers, designers, journalists, trend setters and public administrations -, the introduction of the news of the sector, the promotion of innovative products,

services and contacts, the enhancement of excellence in production and the stimulating comparison between Made in Italy and the rest of the world. Particularly, in the context of landscape planning and redevelopment, Myplant & Garden will give further impetus to the participation of public administrations, given the positive feedback received in 2019





from mayors and park, garden and national park managers. As in last years, the trade fair will be characterized by a rich agenda of seminars and workshops with themes of current relevance for the industry.

Regarding the 2019 edition, it saw a huge participation with 20.100 participants (+16,5% than 2018, 9% from abroad) and 733 exhibiting companies (+12% than 2018, 22% from abroad). Foreign exhibitors were mainly from Holland (38%), Germany (14%), Denmark and France (10%), followed by Spain, Poland, UK and the USA. Other countries represented were Austria, Belarus, Belgium, Bulgaria, China, Costa Rica, Ecuador, Finland, Iceland, Israel, Japan, Latvia, Portugal, Senegal, Sri Lanka, Switzerland and Tunisia.

The international participation of

buyers in the 2019 edition was represented by 200 official delegations (+30% than 2018) from 48 countries (among which Russia, Romania, France, Germany, Spain, China, UK, Turkey, Bulgaria, Switzerland, Portugal, Asia, Middle East, Africa and the Americas), divided into 56 purchase categories, 120 international sales chains, big names in large distribution chains, and urban landscape managers from European capital cities.

Visitors came from Europe, Asia, Africa, America and Oceania, but the main countries of provenance were Switzerland, The Netherlands, France, Spain, Germany, Romania, Russia, Slovenia, Bulgaria, Greece, Hungary, Poland, Croatia, UK, Turkey and Israel.

The key sectors represented by exhibitors were nurseries, ma-

chinery and tools, landscape, decoration and floristry items, services and software, pots and containers, garden care, furnishings, cut flowers, whereas visitors preference was for nurseries, pots, garden care, flowers, machinery, landscape, decoration, services.

The 20,000 professional visitors were gardeners and maintenance operators, shop owners, producers, garden centres (with production), nurseries, sales agents, garden centres (sale only), landscape architects, designers and builders, wholesalers, agronomists, schools and educational bodies, services, event organisers, distributors, institutions, public bodies, operators, import-export operators, press, large distribution, hospitality facilities, transport and logistics. ■

