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On line

November 2014



MYPLANT & GARDEN'S FLORBUSINESS PARTNER



This year the appointment with Florbusiness stops over in Milan! The 10 prestigious companies from Apulia will offer a preview of their innovative ideas at Myplant & Garden's on February, 25-27, 2015, and then, like every year, will move to Apulia on March, 3-6. Florbusiness, one of the most important events in the Italian floral sector, reveals in advance its 7th edition and presents its innovations in Milan, at Myplant & Garden –the new professional flower and plant trade fair.

A synergy which, in Milan, gives international fame to this group of companies from Apulia. They have now become a reference point for the regional flower and plant sector and will show their excellent products to the world. The 'insights on the flower and plant sector in Apulia', which has a dedicated area at the entrance of Myplant & Garden trade fair, will add visibility to the most important entrepreneurial activities in that region, part of a globalized reality.

The companies working together are presented to the world as partners able to offer high-level services and products, in addition to a close cooperation which covers from the logistics to the accessories for garden centres and floral businesses, to their various quality products. Myplant & Garden aims at becoming the reference point for the green sector giving visibility and support to the initiatives to highlight the floral sector in Italy and abroad and totally agrees with Florbusiness vision to promote the event in advance through various channels, to give visibility to all operators and journalists taking part to the trade fair and to offer special solutions to enhance their incoming by companies.

Florbusiness will take place from March, 3 to March, 6, when a great variety of products will be available, including many refined essences and a rich assortment of complementary items. After the preview at Myplant, garden centres, retailers, flower growers, nursery growers, press officers and professionals will have the chance to find the spring/summer and autumn/winter collections on the field. This will make them appreciate the added value of this synergy and of this project based on transparency, dialogue and discussion, aimed at offering new markets, new ideas and new partners to flower and plant companies.

Florbusiness is the event which shows Apulia's excellent production and professionalism and is composed by CAMAflor, Coralplant, Florpagano, FlorApulia, Vivai Capitanio Stefano, Pagano Piante, Prima Vita, Pagano Fiori, Cantatore Michele, Auricchio & Sons.

