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FLORICULTURE IS BACK WITH MYPLANT & GARDEN FAIR IN MILAN

The year of EXPO Milano also heralds excellence in floriculture with the first edition of MyPlant & Garden, the professional fair devoted to nurseries, greenhouses and the garden. Running from 25 to 27 February 2015 in the pavilions of Fiera Milano in Rho, the event is organised by V Group Srl and promoted by the eponymous Myplant& Garden Consortium, a group of Italian companies representing the sector's entire supply chain. The fair will be divided into six sections: indoor and outdoor plants, cut flowers, techniques, services, garden tools and construction.

Next to the range of products, Myplant& Garden will also host attractive settings on the themes of quality of life outdoors and wellness from an eco-friendly perspective. It will also offer meetings, professional analysis and updates both for exhibitors as well as for visitors. Target visitors cover a wide array of trade operators, public and private, and ranging from garden centres to delegates from public parks, kiosks and shops, garden maintenance operators, landscape architects and specialist retailers, public technicians and executives, right down to business involved in the restoration of suburban structures. The goal is to offer companies in the supply chain (whether they offer fences, machinery for garden maintenance, plants, compost, software or plant protection products, etc.), a type of reference customer and other business expansion opportunities.

As regards the international scope of the event, besides hosting foreign companies, the organisers will be concentrating their efforts on the arrival of operators particularly from Russia, Turkey, France, Germany, Croatia, Tunisia, Morocco and Switzerland. Milan, also from this viewpoint, offers the widest possible logistical and commercial guarantees: an exhibition complex at the centre of international attention, a location with unique services and a city at the centre of the all major Italian and foreign thoroughfares and trade routes.