

GARDENING BOOM CONTINUES IN ITALY



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The upward trend in gardening sales in Italy continued in 2021.

This was seen not only in flowers and plants, but also compost, irrigation systems, plant care products, pots and vases who have all seen their individual sales levels increase.



6th Edition Set for this Month

On the back of this trend, expectations are high for the 6th Edition of Myplant & Garden in just a few days time (February 23-25), in Milan.

Myplant 2022 will be an extraordinary occasion in which Italian and International operators will finally be able to meet in person. The sixth edition of the event is ripe with news and innovations, from seminars to MyplanTech.



Floristry in Hall 12

For this and other reasons, Myplant will present MyplanTech, a new feature that aims at becoming the melting pot for innovative research in the garden industry from 2022 onwards. MyplanTech will become an exhibiting sector in which specific knowledge and skills will intermingle in order to create a better future.

The layout of the halls has been organised with Hall 12 hosting the world of floristry.

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