

News

75% ACQUISITION OF V GROUP SRL



IEG - (Italian Exhibition Group S.p.A.) has acquired 75% of shares in V Group Srl, the company that organises the Myplant & Garden Trade Show.

Myplant & Garden, established in 2015, is a crucial event in the horticultural, floricultural, landscape and garden trade in Italy and a leading European reference point.

Wide Range of Sectors

The exhibition hosts companies operating in the horticultural-floricultural and gardening sector, highlighting the value of green areas for the quality of life, climate, health and well-being inside and outside the home and urban environments.



Growing Demand for Green Designs

New values have been rediscovered in recent years, with a growing demand for well-kept outdoor spaces for everyday living. Myplant & Garden promotes green culture, the circular economy, environmental protection and green area design.

Creator of Myplant

IEG's acquisition will not change the company's governance. Valeria Randazzo, creator of the show and its 'organisational soul' will remain as CEO.

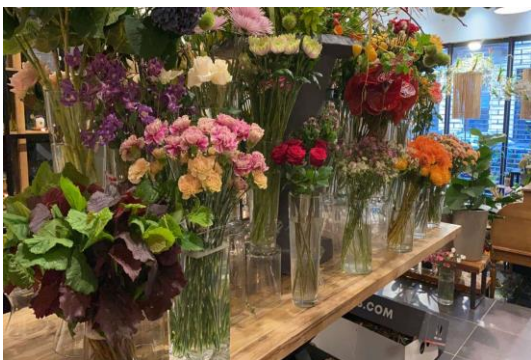
The agreement aims to promote and enhance the managerial and operational autonomy of those who have earned Myplant & Garden a position of absolute prominence. The event will continue to be held in the halls of Fiera Milano Rho in the coming years.



CEO Valeria Randazzo pictured at Myplant & Garden 2022.

Continuity Guaranteed

‘We are proud of what has been done so far for the entire sector,’ commented Valeria Randazzo. ‘I am delighted that IEG, a major international player in the trade show world, has decided to invest in the event’s future, guaranteeing continuity to the whole team as well as the growth projects that have been enacted. The opportunities deriving from the agreement will allow Myplant to make yet a further leap in quality.’



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Dates for 2023

The next edition of MyPlant & Garden is therefore scheduled to take place in the Fiera Milano Rho halls from 22nd to 24th February 2023 in the wake of the extraordinarily positive figures registered at last February’s edition.

These were 45,000 square metres of exhibition space; 18,500 trade visitors of whom 20% came from abroad; 116 official buyer delegations from thirty countries.

www.myplantgarden.com