



Worldwide

September 2015

MYPLANT & GARDEN PREPARES FOR SECOND EDITION

Myplant & Garden prepares for Second Edition



During its debut in February 2015, the Myplant & Garden exhibition proved itself to be a world reference point for business in the green sector. Plant cultivations and constructions, flower cultivations and decorations, techniques and machinery, services and equipment form the profile for this Milan based event.

At the first edition in February 2015, exhibitors found an international aim in their business and a real push to recognize the excellence of the Italian flower and plant sector and of the green solutions which are designed here and presented. The presence of buyer delegations, which was remarkable will be further improved for 2016, thanks to the co-operation with bodies, institutions, agencies and companies.



7,500 Trade Visitors

During its debut, the B2B green event (339 exhibited brands in February 2015) recorded 7,500 certificated professional visitors coming from 5 continents, 50 official delegations of international buyers and visitors from 20 Italian regions.

Bookings for 2016 are showing a good trend and the interest, which is primarily focused on the flower and plant and garden sectors, is expanding to themes related to green projects. For the first time an Italian fair has connected the protagonists of architecture, constructions, flower and plant

providers for projects and public and private, urban and extra urban green areas under construction.



IFLA World Congress

At any time, flowers and plants are a heritage which needs to be protected. The organisers commented " We know the meaning of 2016 for the green sector. Italy will host IFLA World Congress, an extraordinary opportunity to talk about green, landscape and territory".

"The second edition of Myplant & Garden will be rich in new products, previews, business opportunities, contacts and relations".

The dates for the 2015 event are February 24-26. www.myplantgarden.com

