

'MYPLANT & GARDEN' PRESENTATION



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In Cologne last month, the 5th edition of Myplant & Garden was presented to International operators including press, buyers and nursery companies.

The window of Cologne was chosen to promote the Italian horticulture industry abroad and to offer a preview on facts, figures and perspectives of the gardening world in Italy.



Increased Export Opportunities

The General Consul for Italy in Cologne said "We are involving more and more important players of the industry in order to give more trust to production, a better quality of import and the opportunity of export to our companies".

"The Italian production is worth 3 billion Euro, it is the seventh in the world and Italy is a key supplier for the other European markets (German, French, Belgian, Dutch, British and Austrian in particular)."



Leading International Plant Trade Fair

The organisers confirmed they will provide further details on the gardening market shortly before the 5th edition of Myplant & Garden. This will include more on the content of the most important and complete international trade fair for the gardening industry in Italy.

The 5th edition takes place from February 20-22nd at the Fiera Milano.

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