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MYPLANT & GARDEN 2015!



Myplant & Garden 2015!

This new International Green Expo trade fair has been conceived to give a new lease of life to the floral sector in Italy. The chosen location for this new event is the Fiera Milano Rho-Pero which is the most central, international and prestigious location in Italy. The fair will be divided into six

sections: indoor and outdoor plants, cut flowers, techniques, services, garden tools and construction.

Consortium of floral companies

Myplant & Garden is managed by a consortium of floral companies and independent organisers. This is a strategic project based on transparency, dialogue and discussion to offer new markets, new ideas and new partners to floral companies. This will also provide new importance to the floral sector at 360°: flower and plants, with all the shades and sectors connected, in addition to sustainability, beauty, healthiness and life quality, green building, landscape culture, professional training.





'Feed the planet, energy for life'

The dates for Myplant & Garden 2015 are 25-27 February 2015. Milan is hosting Expo 2015 next year and welcomes the world and shows the green heart of Italy. The motto for Expo 2015 in Milan is "feed the planet, energy for life" will start a long campaign of communication, advertising and attraction. Milan, a city with a really worldwide known fair trade-system, can transform the trade fair in a real and tangible

investment both for exhibitors and visitors.

Wide array of visitor profile

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.

www.myplantgarden.com