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FieraMilano: Myplant & Garden, the new flower and plant trade fair



A professional show wanted by the companies of the excellent 3 billion Euro sector. "In the year of EXPO Milan shows the green heart of Italy".

Myplant & Garden, the professional trade fair for flowers, plants and gardens, will take place from February 25 to 27, 2015 at Fiera Milano, Rho-Pero.

Sponsored by EXPO 2015, the exhibition has obtained the "international" qualification since its first edition, confirming the quality job made by the organization office to create a great trade fair, conceived by a group of companies in the sector, aimed at becoming the central reference point for the entire Italian sector and not only.

REGISTRATIONS

During the first days of the year, the registered companies have become more than 220, representing a (constantly evolving) market which mirrors Italy's excellence with a turnover amounting to 3 billion Euro, almost 50,000 companies and 150,000 professionals and always looking for new ideas, markets and re-launching activities.

New business opportunities, contacts, high level partners to meet, commercial agreements on services, better representativeness and more power to present sector policies, an independent organization which connects the companies' needs, in order to create an efficient event in a prestigious location: these are

some of the keys to interpret this success, which will exhibit the flower and plant excellence in Milan, in the most central, international, prestigious and convenient fair location in the Belpaese.

FROM MOTOGARDEN TO CONSTRUCTIONS

Milan will show Italy's green heart ranging from motogarden companies to consortiums, from districts to sector associations, to institutions and small and big producers.

Furthermore, for the first time, the trade fair will offer also business opportunities to connect flower and plant to construction companies specialized in re-qualification and re-development of green areas, from urban plans to cycle paths, from light infrastructures to plans aimed at improving urban and metropolitan areas.

VISITORS

Wide parterre of visitors from Italy and abroad, starting from ELCA (European Landscape Contractors Association) delegations to managers and technicians working in public green areas, large scale and specialized retailers, green professionals (gardeners, agronomists, architects and landscape designers), managers of public places and hotels and so on.

Furthermore, the incoming activity of foreign buyers is coordinated with FieraMilano offices and the international branches of Unicredit bank and is focused on people from Turkey, Germany, Russia, Austria, Croatia, France, Morocco, Holland, Switzerland, Tunisia, Azerbaijan, Ukraine, Poland, Czech Republic and Slovakia.

EVENTS AT FIERAMILANO AND AROUND THE CITY

In its pavilions Myplant & Garden will offer meetings, discussions and professional training initiatives, theme exhibitions, installations dedicated to green living and special theme areas, whereas outside the trade fair, in some strategic places around the city, there will be emotionally attractive scenic designs in partnership with AIAPP (Association of Italian landscape architects).

A big area at FieraMilan will be dedicated to masters from the main Italian flower art schools, who will share their ideas on classic and new trends in flower decoration. Outside the pavilions, in the city, restaurants will make commercial agreements –offering special prices and ad hoc dishes for customers showing Myplant & Garden entrance tickets –and the same will do some selected flower and plant retailers, offering special discounts during the period of the most important green expo in Italy.