

## Myplant & Garden 2017 the international green fair.



The third edition of the most important fair dedicated to professionals in the green industry will take place on February 22-24, 2017

in the pavilions of FieraMilano Rho-Però.

**Milan, June, 2016.** The appointment with Myplant & Garden-International Green Expo is reconfirmed. Since its first edition it has become the reference point for nurseries,

flowers and plants and gardens in Italy, and it is more and more successfully designed for landscape architects and projects managers.

[...]

**‘It is no coincidence, so the organization office says, that 40% of the visitors were represented by the distribution channels (shop owners, retailers, garden centres, agricultural consortiums...) and the trade channels among nurseries and flower and plant producers. If we add a good amount of wholesalers, the import/export operators and the buyers of the big distribution channels, we are dealing with a fair that attracts a public of 60% of immediate potential buyers and almost 40% of visitors who are going to buy later (maintenance technicians, gardeners, agronomists, architects, companies, hotel and touristic managers, professionals and service companies). This fair is finding the right channel to develop the business sought by companies and operators.**

**The fact that at the end of April (only 2 months after the end of the 2016 edition) more than one pavilion has already been booked confirms our vision and pushes us to do more and to do it better”.**

<http://myplantgarden.com/en/>