

A green unique hub



The fourth edition of Myplant & Garden – International Green Expo will be a true gem in the world of plants, flowers and landscape. From 21 to 23 February the halls of Fiera Milano will transform into a huge 45,000-sqm greenhouse. Three halls, 650 exhibitors and brands, 70 meetings and events, Décor District, live demonstration areas and a significant panorama of innovations, business opportunities and contacts for professionals in the green industry. This extraordinary event has already been able to change the Italian trade fair universe in a few years only, also by giving it a strong international resonance. Incubator, stage, agora and springboard for new products, processes, projects, relations and markets, Myplant & Garden acts as the branches of a monumental tree that expand in each region of Italy. The world of horticulture is complex and varied, and it gets

its appeal from the typical, unique Italian climate that gives life to a variety of plants that is recognized on a global level.

The Italian climate is a gift in itself, the characteristics of the landscape and of the soil are a precious resource, the professionals in the industry are a great wealth and the Italian product is an irresistible excellence that needed and always will need a central and significant event to the great European commercial and logistic routes. An event that is also international, that has a true economic value, a meaningful content and that is able to propose and impose innovations and new trends.

Vegetation is synonymous with health, energy and care, but also economy, work, quality of life, research and sustainability. Vegetation needs cares, attention and professional proficiency, but it also needs to be loved. All this will be discussed during the fair.

Tradition, research and innovation find in Myplant & Garden the most complete, deep and significant synthesis both through a calendar of meetings, talks, seminars and workshops of extraordinary significance and through the abundance in initiatives and events, and through the management of a new exhibiting format that has expanded on a third hall, number 12, that adds 15,000 sqm to the surface of the exhibition.

The new pavilion will be connected to hall 16 through a sensory tunnel next to which the live demonstrations of machinery and barbecue companies will take place. Hall 16 will host horticulture, services for markets and companies, pots and professional containers, and garden care companies. Garden care will be well represented also in hall 20, next to the rich presence of machinery and horticulture companies. The area dedicated to green building and outdoor has expanded as well, and it will culminate in the Landscape Area, that will offer seminars on landscape architecture and design.