



Myplant & Garden 2018 trade fair for horticulture and landscape (February 21 – 23, 2018) will be held across three halls, with eight macro-sectors across the 45,000 sqm exhibiting space.

Hall 20 will have nurseries, garden care stands, and motor garden, plus a 300sqm outdoor area for demonstrations (between halls 16 and 20). Expanded green building and outdoor space (swimming pools included) will include ‘landscape area’ for meetings and international design studios. There will also be the seminars area and the Urban Green Management department.

Hall 16 is well represented by horticulture, services, pots and professional containers, and garden care. An exhibition with the theme of landscape is planned.

Hall 12, which is connected to hall 16 and will have its own independent entrance, is the new entry in this fourth edition of the fair. Hall 12 will be the area rich in innovations, initiatives and exhibiting sectors. The Garden Center New Trend event will open its doors with its third edition, and will be divided into six areas following the ‘small concept, smart business’ notion. Half of hall 12 will transform into a colourful, bright and animated Décor District with flower fashion runways, exhibits and exceptional settings, and flower-design contests with international masters of decoration. There will also be art&craft labs, photo shooting sessions, music themes and a lounge area.

Following the business theme, a new edition of GAME (Garden Meeting) will take place. GAME is the event dedicated to retailers in the garden industry, with a big arena open to meetings, surrounded by exclusive exhibiting areas. The most original and current themes in the green industry will attract professionals in the field, from landscape design to retail, and from production to research.

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