

Myplant&Garden – *International Green Expo*: on February 2016 the 2nd Edition

The second edition of Myplant & Garden, International Green Expo –the most important international professional fair trade about the flower, plant and garden sector in Italy –will take place at Fiera Milano Rho-Pero on February, 24-26, 2016.



“The re-confirmations have already been registered – **says VGroup, the company organizing the event in partnership with Myplant Consortium** – and the trend is positive. Furthermore, many exhibitors of the first edition have reserved bigger spaces, and this has happened in all exhibition sectors: flowers and plants, cut flowers, constructions, machines, services, decoration, techniques, pottery”.

In the new edition all sectors will be enriched and enhanced thanks to the partnerships with new enterprises in the sector (from representatives of the production sector to the ones of the distribution channels, involving all stages of the supply chain) and new special initiatives.

“Immediately after closing the first edition, we have started to think about the strong points and the improvement areas of the event. We are about to define an action plan which will soon enable us to present a renewed edition of **Myplant & Garden** to the market, a bigger and more innovative one, keeping the same positive outcomes and successful ideas of our debut.



“There will be analyses on some product sectors and we will improve some others, we will give a different rhythm and new life to the pavilions. And, despite the presence of foreign professional was already high last February, we will involve many more of them: we want to invest on the markets, help companies in the sector find new channels, customers and opportunities”.

FLASH NEWS ABOUT MYPLANT & GARDEN 2015:

The B2B meeting for the green sector registered at its debut (300 exhibited brands, February 2015) 7,500 certified professional visitors coming from the 5 Continents, 50 official delegations of international buyers and visitors from 20 Italian regions.

FOREIGN VISITORS FROM THE 5 CONTINENTS

80% of foreign visitors came from **Europe**. The highest numbers were registered from the Netherlands (17%), from France (13%), from Switzerland (10%), from Germany (8%), from Spain (5%), from Croatia and Belgium (4%), then Romania and Greece (more than 2%); followed by Malta, Sweden, Hungary and Czech Republic. Few, but nonetheless significant, presences from Denmark, Ukraine, Cyprus, Latvia, Norway, Poland, UK and Slovenia.

10% came from **Asia**, in this order: China and the United Arab Emirates, then Israel, Turkey, Japan, Russia, followed by Georgia, India, Lebanon.

Professionals also from **America** (Ecuador and Virgin Islands), from Africa (mostly from Tunisia) and **Oceania** (New Zealand).

Italian visitors from 20 regions

Finally, 160 accredited journalists, also from abroad (Europe).



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