



FIERA MILANO 25-27 FEBBRAIO 2015

MYPLANT & GARDEN



## MYPLANT & GARDEN *International Green Expo*

The new trade fair dedicated to flowers, plants and gardens will take place at the end of February, 2015 at Fiera Milano.

A BtoB event which aims at becoming an attraction for exhibitors and professionals in the Italian and international sector.

### EXHIBITION AREAS

- A new professional fair trade for flowers, plants and garden
- 6 exhibition areas, at Fiera Milano Rho-Pero
- At the end of February 2015, the year of EXPO

The **central focus of the exhibition** will be indoor and outdoor **plants** and cut **flowers**. In addition to them, to complete the offer, there will be a section for **gardening techniques** (with composts, vases, seeds, greenhouses etc.), **company services** (hardware, software, managing tools etc.) and an exhibition of **equipment and machines** for gardening and garden maintenance. There will be also an important area dedicated to the small and big garden works.

Moreover, the event management office –which has been working in the Italian trade fair sector for more than 20 years – will create **setups and scenic designs** to recall the beneficial effects of living outdoors, in the open air –also from an aesthetic point of view-, which will become the trend setter concepts for green-décor and the interior landscaping. Since it is a BtoB event, the staff will also organize some technical and professional meetings, conferences and seminars.

Since its first edition it has been an exhibition project with a wide geographic and time prospect. The organizers, who conceived the event together with the members of the consortium, have already met and are currently meeting local and national associations in the sector, consortiums, single companies and partner companies all around Italy. *“The feedback is really positive”*, they say, *“Our feeling is that the event is getting bigger”*. In a short time the trade fair project has become a real trade fair, joined by new companies every day.

Between the promoting consortium and the event management office there is a very strong connection: like actors of the same event, like people who are sharing different visions and ways of



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working, like professionals who want to give an important contribution to a sector, which is so important for Italy. Generally speaking, the trade fair is a tool to give new energy to this sector and make it grow.

## VISITORS

- Big target of visitors to invite
- Public and private professionals
- Italian and international

*“We have a database with 160,000 people, not only from Italy, and we are adding more and more of them”.* They are **retailers, garden centres, nurseries, shops and kiosks, equipment retailers, gardeners, green maintenance workers...** There are also some **agricultural institutes and centres, architects, landscape architects, urban designers and planners.**

*“We are trying to attract also the building sector”* which will have an important area dedicated to the renewal and the structural renovation –already started or to be started- of some areas belonging to important farmhouses. Plants and flowers will be the focus to attract **event managers**, managers of **public spaces** (*“We will comb the hotels and camping sites etc”*). Finally, **sport**: sport associations, sport centre managers (golf courts or soccer fields, just to mention two of them). There will be also the public administration sector: technicians from municipalities and regions, from school and education areas, park managers, public garden directors and so on.

The aim is to provide companies (either if they sell machines to maintain lawns or gardens, plants, soils or plant remedies) with a really focused public and with some opportunities to improve the public or private business activity.

Therefore the trade fair will take place at the end of February: the idea of the companies is to increase as much as possible their orders before the high season starting in March. Orders also from abroad: except for the first foreign exhibitors who joined, the event management office is focused on inviting people from abroad, especially from **Russia, Turkey, France, Germany, Croatia, Tunisia, Morocco and Switzerland.**

## MILAN

- Fiera Milano Rho-Pero: 2015, the year of EXPO
- At the core of business
- International commercial junction

*“Also this year we chose Milan as the right place for the event: a logistically vanguard structure with unique services, spaces and communication impact in Italy. Milan is the junction among big international commercial and communication roads, it is the fulcrum around which rotates the business activity from the North and the South, from Veneto to Piedmont and abroad.*

*With this operation **Milan can join the great commercial roads of the flower and plant market in Northern Europe**, since no company in this sector can compete with the capability and the quality of many companies in Italy, which are able to create unique niche products and consumption patterns at an international level.*

*We are talking about an area and a city which, at the beginning of next year, will become an open window for the world (**EXPO**) and will launch an optimistic and confident message about environmental sustainability and quality life. These themes will be appropriately highlighted by the trade fair”.*

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Technical data

**MY PLANT & GARDEN**  
*International Green Expo*  
[www.myplantgarden.com](http://www.myplantgarden.com)

**Fiera Milano – Rho Pero**  
February 25-27, 2015  
9.00 a.m. -6.30 p.m.  
Frequency: yearly  
Visitors: professionals

**6 exhibition areas:**  
NURSERIES  
CUT FLOWERS  
TECHNIQUES  
COMPANY SERVICES  
GARDEN EQUIPMENT AND MACHINES  
GARDEN CONSTRUCTIONS



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