

# News & Events



## 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

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 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.

