

## The fair

Myplant & Garden is the most important, complete and transversal trade fair for horticulture, landscape and garden in Italy. It takes place once a year in the biggest exhibition center in Europe: Fiera Milano Rho-Pero.

Myplant & Garden is an event that grows and develops constantly, and it has quickly become the landmark for all professionals in the industry in Italy. It has also gained more and more credit, attention and market on an international level.

This is confirmed by the record numbers that, in just 4 years, show the improvements in exhibition surface, in the participation of buyers from foreign countries and of visitors, in the numerous events and initiatives.

	<b>2018</b>	<b>2017</b>	<b>2016</b>	<b>2015</b>
<b>EXHIBITORS</b>	655	567	441	339
<b>INTERNATIONAL BUYERS</b>	150 official delegations	110 official delegations	90	50
<b>MEETINGS/EVENTS</b>	70	40	30	10
<b>PARTICIPANTS</b>	17.300	13.000	10.000	8.500
<b>SQM</b>	45.000	30.000	30.000	25.000

Myplant & Garden is the **only** trade fair in Italy that presents and promotes the whole green industry through its 8 macro-sectors (nurseries, flowers, decoration, landscape, machinery, services, garden care, pots). The aim for 2019 is to confirm once again the role of Myplant as the Italian landmark for the

international green industry, thanks to its function of facilitator for **networking, meetings and business opportunities**, and to the participation of professional orders, associations, Italian universities, foundations, PPAA, companies, publishing houses, municipalities, collectives, consortiums and research centers.

Here are the main objectives for February 2019: **make** the innovations in the sector **known**, **promote** products and services, **facilitate** the best contacts, **stimulate** the opportunities of economic development, **give value** to excellence, **trigger** the dialogue between *made in Italy* and the rest of the world, **offer** opportunities for technical and professional updates.

At Myplant & Garden trends are born and developed, and the culture of the industry matures and prospers: the event is both the driving force of the industry and a privileged window whence to observe and catch its tendencies. Vegetation is synonymous with health, energy and care, but also economy, work, quality of life, research and sustainability.

In order to follow this process of growth, the 2019 edition of Myplant will give even more impulse to the research and selection of **international buyers**, will develop new **themes** relevant to the green industry, will enhance the return of **Italian flower markets** at the fair, will focus on the theme of **decoration**, will create special areas for **machinery, landscape and greenbuilding**, will consolidate the offer in an ever more **complete and dynamic** way, **unique** in the whole Mediterranean.

**Myplant & Garden – International Green Expo** is organised by **V Group** with the support of the **Consorzio Myplant & Garden**, formed by a group of companies that represent the sector.

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