

## **Myplant & Garden – *International Green Expo*: the third edition in February 2017**

*The most important and international professional fair for flowers and plants, gardens and landscapes in Italy will be held from February, 22nd to 24th 2017 at Fiera Milano Rho-Pero.*



Young, organized in partnership with the companies in the industry, Myflower & Plant presents 8 sectors and many business-oriented events (for the production and supply chain). It is the meeting point between the planning and requalification phase of the territory and the green supply chain.

### **FIERA MILANO**

Milan is one of the most active, famous, appreciated and convenient fairs in the world, in the middle of the Italian and Mediterranean business world and among the most important ones in Europe. All the important commercial and communication routes cross Milan, the north of Italy and go towards the south or the rest of Europe and the world.

No European nursery is able to compete with the skills and quality of some of the Italian nurseries, which create niches for some specific varieties, almost unique in Europe.

The EU is planning new south-south routes for the most functional goods, in order to avoid the traffic congestion. Europe and many other countries are very interested in the creativity of the

Italian landscape architects and in the worldwide-recognized excellent products of Italy's flower and plant sector.

### THE ITALIAN EXHIBITORS

Italy has many areas, good environmental conditions, good luminosity during the winter and less heating costs. The European flower and plant industry is "heading to the South", which is an advantage for the Italian production: potentially Italy is the most important flower and plant producer in Europe. Italy has an extraordinary biodiversity and vegetal variety, unique in the world for its possibility to recreate the typical elements of many foreign climates (from warm to cold, from indoor to outdoor).

Italy rests on Beauty with its varied zones, which are the result of its thousand-year historical and cultural stratification. Over the centuries Italy has always been a reference point for the Mediterranean area and for Europe, it is in the heart of important historical events concerning its gardens and other related issues.

### THE FAIR

The 8 represented sectors (nurseries, flowers, decorations, buildings, machinery, techniques and pots) are the proof of a lively sector with a turnover of 3 billion Euro, 150000 employees and 50000 companies. Its strength is the combination between tradition and innovation. Its energy is based on a type of family run business, which combines traditional knowledge with innovative technologies, new products, channels and markets.

Nurserymen, agronomists, designers, architects, flower and plant farmers, landscape architects, businessmen, public administration, investors, retailers, media, hotel managers, farmers, wholesalers, professionals of the green sector will have new business opportunities and issues to speak about: **nurseries, buildings, flower** and plant cultivations and **decorations, techniques** and **machinery, services** and **equipment** will be the themes to discuss during the **international green expo**. The aim is to find an international future for their business and a push towards the recognition of the Italian flower and plant industry and the green solutions designed and described during the fair.



#### FLASH 2016:

The second edition of the B2B appointment of the green industry (**441 exhibited brands**, February 2016) recorded **10000 professional and certified visitors** from 5 continents, 50 official delegations of international buyers and visitors from 20 Italian regions.

Our target for the 2017 edition is to achieve more than **500 exhibitors** at the inauguration on February, 22nd –in line with the current growth trend. A quick flash about the figures highlights the increased exhibition area and the increased number of visitors in comparison with the first edition.

#### Myplant 2017 / Myplant 2016

+30% occupied surface  
+20% new exhibitors



Also the third edition will be deeply focused on landscape, to offer a privileged meeting point between the design of outdoor spaces –public, private and accommodation-oriented – and the supply and maintenance of flower and plants, soils, infrastructures and subsystems.

#### THE DATA ABOUT THE ITALIAN MARKET

L'incrocio dei dati raccolti nel Piano Nazionale del Settore Florovivaistico 2014-2016 coi dati Ismea e Istat, Cross-checking the data of the "Piano Nazionale del Settore Florovivaistico 2014-2016" (Italian national programme for the flower and plant sector 2014-2016) with the data gathered by the Italian institutes Ismea and Istat, **the Italian potted flower and plant production** amounted to approximately 1.3 billion Euro, the same as the nursery production (bare root plants).

A residual amount obtained from pots, seeds and soils must be added to this figure, resulting in a total amount of **3 billion Euro**.

The market share of the potted flowers and plants and nurseries is approximately 2.5% of the total Italian agricultural production.

Data about the Italian nursery production  
3 billion Euro  
150000 employees  
50000 companies

Liguria ranks first (for the percentage of companies and hectares) among the companies producing flowers and plants. Campania, Tuscany, Lombardy and Sicily follow it for the amount of companies, whereas Liguria is followed by Sicily, Lombardy and Tuscany for the land. The data about the nurseries are different. Following the same criteria (percentage of the total amount of companies and hectares) Tuscany, Lombardy, Veneto and Piedmont rank first, followed by Friuli Venezia Giulia and Emilia Romagna for the land, by Sicily and Apulia for the amount of companies.

#### **Myplant & Garden – International Green Expo**

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