



MYPLANT & GARDEN

International Green Expo

INTERNATIONAL B2B TRADE FAIR
HORTICULTURE – GARDEN – LANDSCAPE

20 - 21 - 22 FEBRUARY 2019

FIERA MILANO, RHO PERO





MYPLANT & GARDEN

THE FAIR

Myplant & Garden is the most important, complete and round professional trade fair for horticulture, garden and landscape in Italy. It takes place every year in the biggest exhibition centre in Europe, Fiera Milano Rho-Pero.

The fair is following a path of **constant growth and development**. It has rapidly become the landmark for the industry by gaining credit and attention and by attracting international markets.

Here follow the **8 main sectors** represented in the trade fair: pots and containers, garden care, machinery, decoration, flowers, nurseries, services, landscape and building materials.



MYPLANT & GARDEN

MAIN SECTORS

NURSERIES

indoor and outdoor plants

POTS

pots and professional containers

FLOWERS

cut flowers

MACHINERY

machinery and appliances

LANDSCAPE

landscape architecture and construction

DECORATION

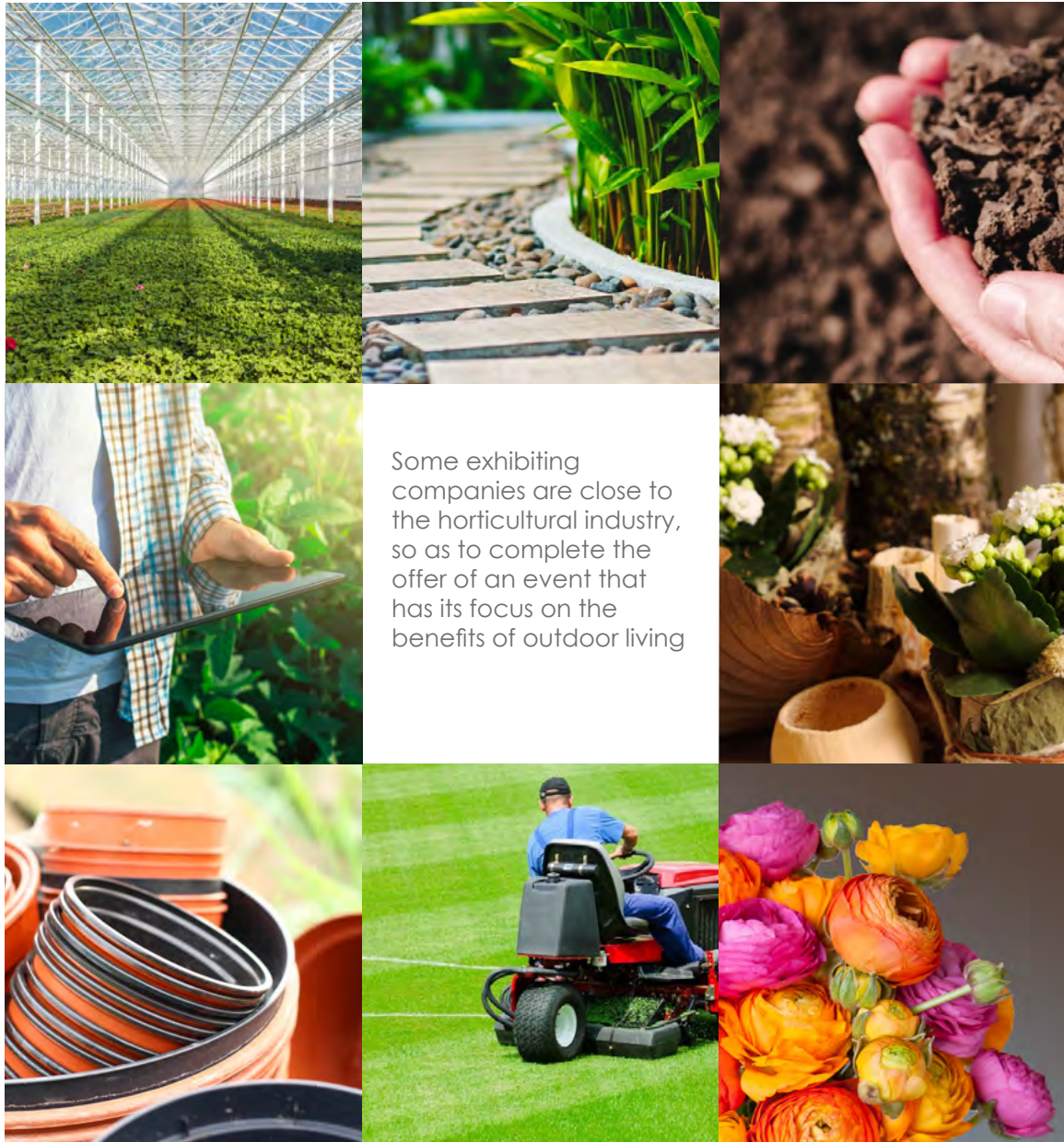
items for florists and garden tools

SERVICES

software, hardware, IT

GARDEN CARE

soils, fertilizers, phytosanitary products





REPORT 2018

IV EDITION

At the **end of its fourth edition** Myplant & Garden has confirmed the **record numbers** that mark the expansion of the exhibiting surface, the presence of selected international buyers, meetings and events in the halls.

The **45,000 sqm** of the fairgrounds have offered a **rich and varied** event schedule in all the sectors represented in the fair. The event has created a mosaic of exceptional variety and value that has benefited all the visiting participants.

At Myplant & Garden business is made, new tendencies are conceived and developed, the **professional and social culture** of the industry is founded. The exhibition is a privileged window whence to observe, track and follow the business of the chain.

	2018	2017
EXHIBITORS	655	567
INTERNATIONAL BUYERS	150 official delegations	110 official delegations
MEETINGS/EVENTS	70	40
PARTICIPANTS	17.300	13.000
SQM	45.000	30.000

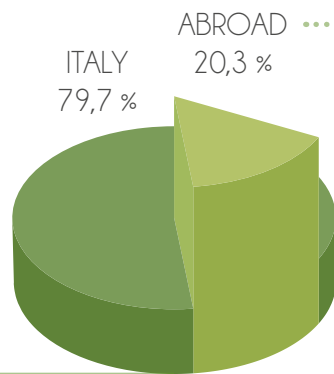
	2016	2015
EXHIBITORS	441	339
INTERNATIONAL BUYERS	90	50
MEETINGS/EVENTS	30	10
PARTICIPANTS	10.000	8.500
SQM	28.000	25.000



REPORT 2018

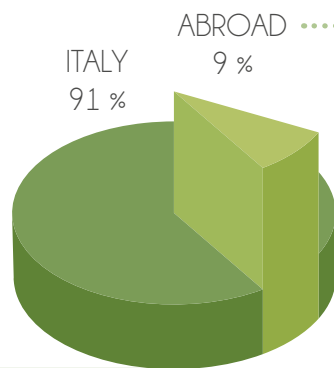
NATIONALITY OF EXHIBITORS AND OF VISITORS

EXHIBITORS



AUSTRIA	0,8 %	POLAND	43,1 %
BELARUS	2,3 %	PORTUGAL	1,5 %
BELGIUM	0,8 %	RUSSIA	0,8 %
BULGARIA	0,8 %	SPAIN	0,8 %
COSTA RICA	0,8 %	SRI LANKA	6,0 %
DENMARK	15,0 %	SWITZERLAND	0,8 %
FRANCE	11,3 %	THE NETHERLANDS	0,8 %
GERMANY	11,3 %	USA	0,8 %
IRELAND	1,5 %		
JAPAN	0,8 %		

VISITORS



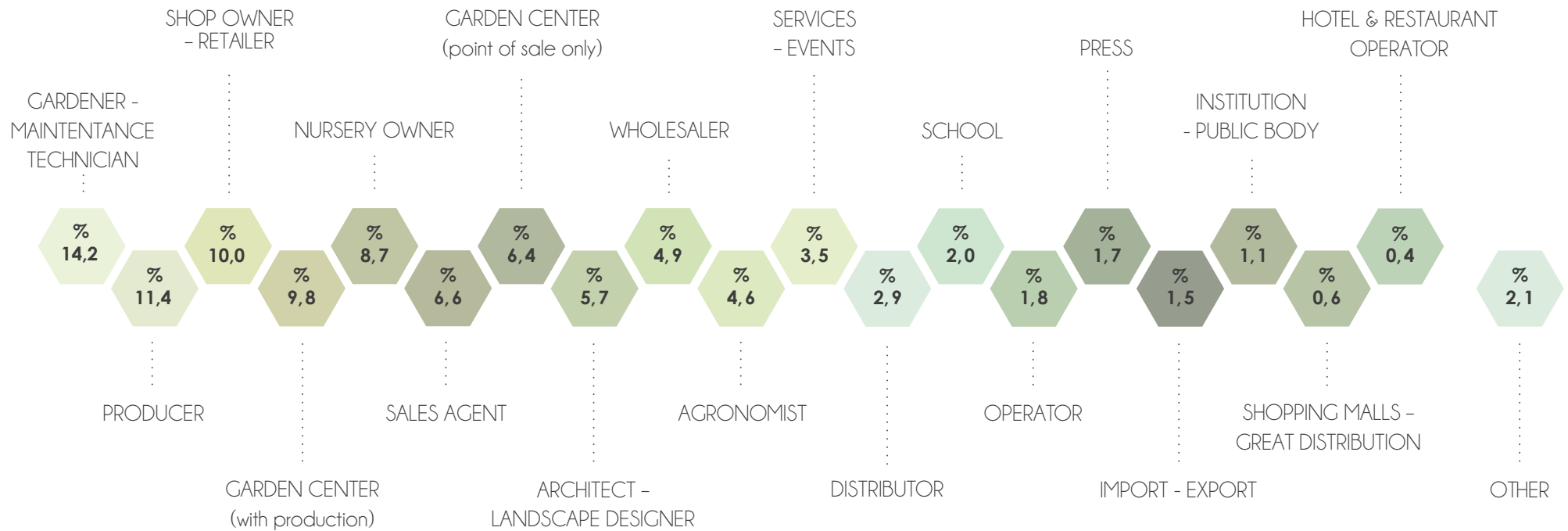
BELGIUM	2,9 %	SLOVENIA	4,0 %
BULGARIA	2,5 %	SPAIN	5,1 %
CROATIA	2,8 %	SWITZERLAND	16,3 %
DENMARK	2,4 %	THE NETHERLANDS	2,7 %
FRANCE	7,4 %	TURKEY	2,4 %
GERMANY	4,8 %	AFRICA ¹	1,6 %
HUNGARY	9,5 %	AMERICA ²	1,1 %
PORTUGAL	3,5 %	OCEANIA ³	0,4 %
ROMANIA	2,8 %	REST OF ASIA ⁴	17,8 %
RUSSIA	3,5 %	REST OF EUROPE ⁵	6,5 %

- 1 Algeria, Ghana, Equatorial Guinea, Kenya, Morocco, South Africa, Tunisia
- 2 Brazil, Chile, French Guyana, United States of America
- 3 Australia, New Zealand
- 4 Armenia, Azerbaijan, China, Georgia, India, Japan, Kazakhstan, Kuwait, Lebanon, Qatar, Saudi Arabia, Singapore, Sri Lanka, UAE, Uzbekistan
- 5 Albania, Austria, Belarus, Czech Republic, Estonia, Finland, Greece, Ireland, Latvia, Lithuania, Luxemburg, Macedonia, Malta, Moldova, Montenegro, Poland, Principality of Monaco, San Marino Republic, Serbia, Slovakia, Sweden, Ukraine, United Kingdom, Vatican City



REPORT 2018

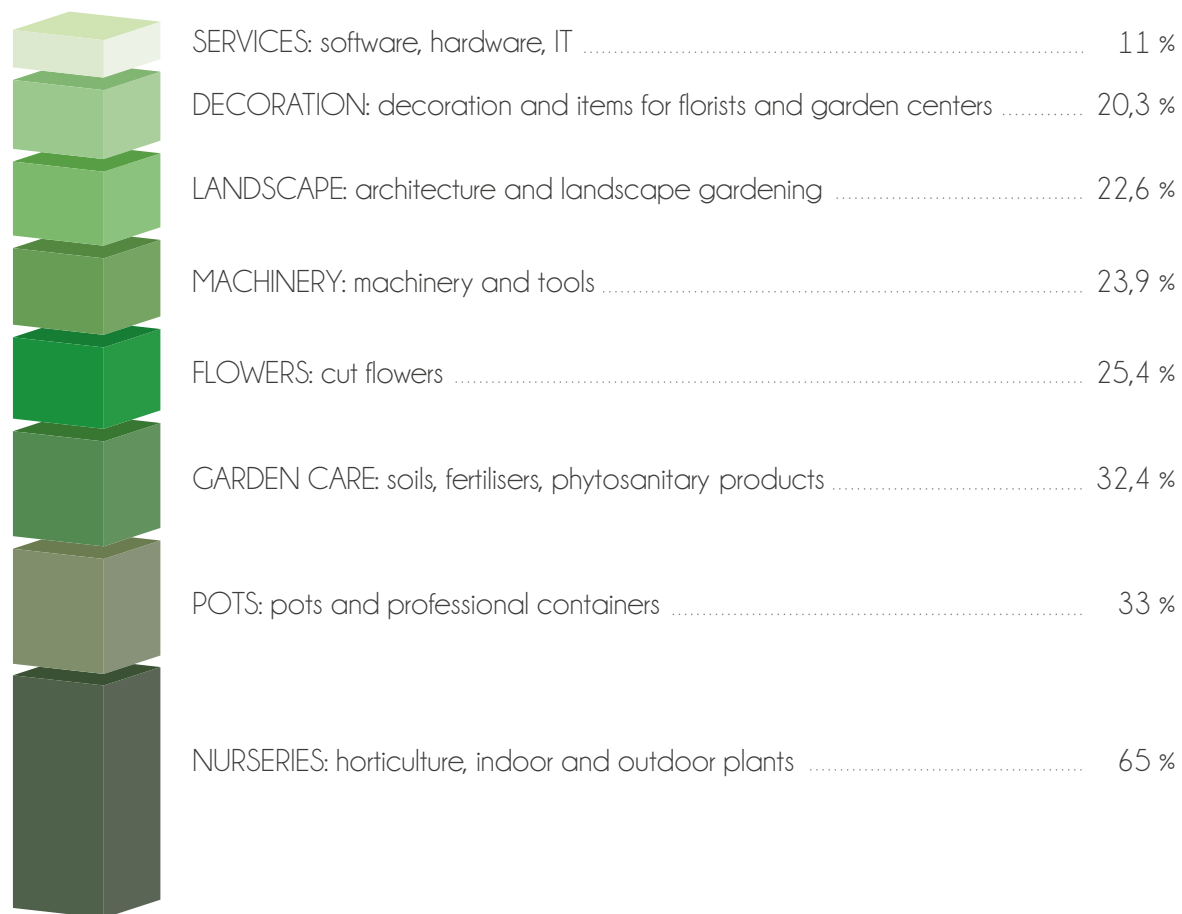
VISITORS BY SECTOR AND ACTIVITY



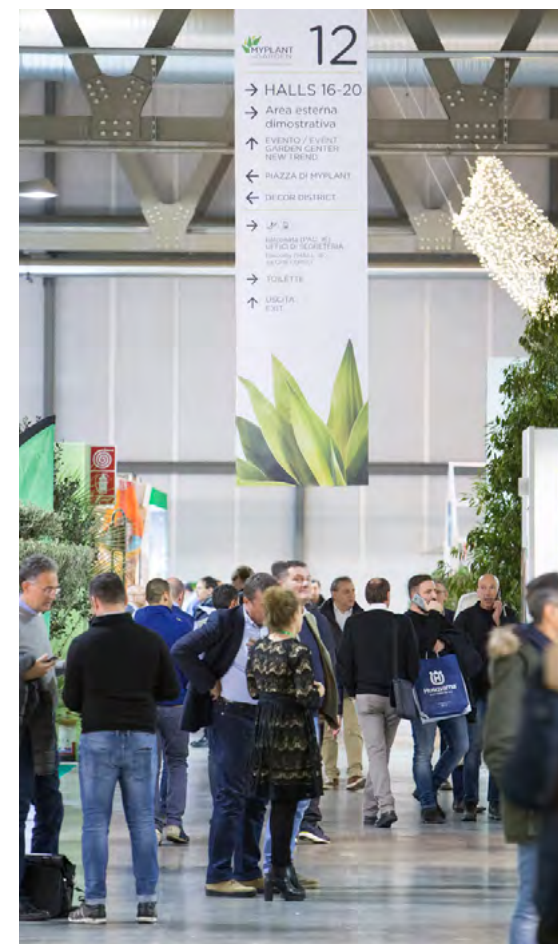


REPORT 2018

MAIN SECTORS OF INTEREST OF VISITORS



* Each visitor has selected up to 3 preferences





MYPLANT & GARDEN

VISITORS

Myplant has a whole team who works on the research and selection of the operators, who are individually informed of and invited to the trade fair.



PROFESSIONAL VISITORS ONLY, OF THE FOLLOWING CATEGORIES:

- ◆ GREAT DISTRIBUTION CHAIN (GDS)
- ◆ GARDEN CENTERS
- ◆ NURSERY OWNERS
- ◆ FLOWER SHOPS
- ◆ GARDENERS / MAINTENANCE OPERATORS
- ◆ WHOLESALERS
- ◆ LANDSCAPE ARCHITECTS
- ◆ AGRONOMISTS
- ◆ ARCHITECTS
- ◆ URBAN PLANNERS
- ◆ OPERATORS IN BUILDING SECTOR
- ◆ EVENT ORGANISERS AND SERVICE PROVIDERS
- ◆ OWNERS OF HOTELS, CAMPING FACILITIES, TOURISTIC VILLAGES, SWIMMING POOLS, SPORT CENTRES (Football, Golf, etc.)
- ◆ INSTITUTIONS IN THE GREEN SECTOR
- ◆ SALES AGENTS



MYPLANT & GARDEN

INTERNATIONAL BUYERS

A unit in the organization of Myplant & Garden, together with some international agencies for Incoming Buyers, ICE and a few Chambers of Commerce work together on an intense research activity in order to select buyers from the following countries:



- ◆ SAUDI ARABIA
- ◆ AUSTRIA
- ◆ BELGIUM
- ◆ CHINA
- ◆ CROATIA
- ◆ UAE
- ◆ FRANCE
- ◆ GERMANY
- ◆ THE NETHERLANDS
- ◆ SCANDINAVIA
- ◆ QATAR
- ◆ UNITED KINGDOM
- ◆ RUSSIA
- ◆ SPAIN
- ◆ SWITZERLAND
- ◆ TURKEY



MYPLANT & GARDEN

EVENTS

A dense schedule of meetings, seminars, workshops and debates revolves around the most important and current themes for the whole horticultural chain. Credits are also granted to various professional orders.



SEMINARS on landscape and garden, professional SESSIONS and WORKSHOPS, meetings and TALKS with landscape architects, scenic ATMOSPHERES, live DEMONSTRATIONS and events on floristry. I Giardini di Myplant: annual competition for landscape architects with a PHILANTROPIC mood. Excellence Showcase: annual contest for exhibitors and their INNOVATIVE PRODUCTS.



DECOR DISTRICT

An area in which the best Italian schools of floristry meet international schools with new flower trends, runways and signature arrangements. An exclusive district with charming and exclusive atmospheres are the protagonists of this area.



MYPLANT & GARDEN

SPECIAL AREAS

Myplant & Garden hosts the most lively events in the 'green' sector, themed areas full of activities where original ideas, captivating solutions and shared projects come to life and where excellence and innovation are in the spotlight.



GARDEN CENTER NEW TREND

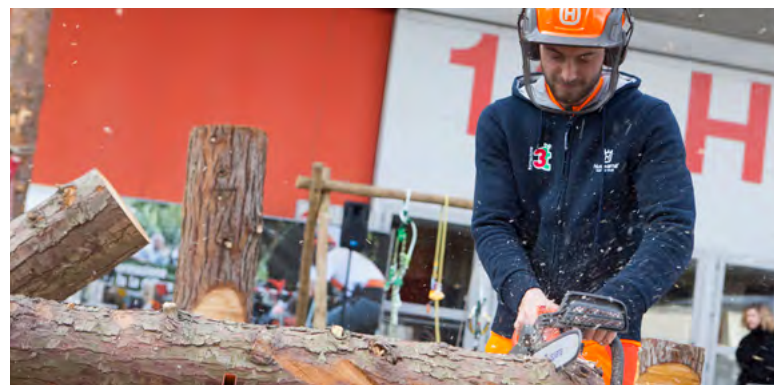
The great event dedicated to the garden center of the future. Several commercial areas develop on 400sqm of space in an environment full of innovations put forward by the exhibiting companies.

LANDSCAPE AREA

An area dedicated to design, to building materials and to a focus on landscape and the requalification of green areas. The Landscape Area is an eye-catching space where design studios with an international recognition share their ongoing projects.

MOTORGARDEN

An area where tools and machines for gardening and maintenance show their potential on a live stage.





MYPLANT & GARDEN

SERVICES

INVITATION TICKETS FOR CUSTOMERS and FREE PARKING for each exhibitor, in a number proportional to the area of the stand.

E-SERVICE

Web platform where the exhibitor can deal with all the organizational aspects of his presence at the fair.

S.I.C.

Online customer invitation system (Sistema Invito Clientela) that gives the possibility to deal with the invitation of the customers directly from the desk.

COFFEE BREAK

Corners where exhibitors can have a free cup of coffee or some water.





MYPLANT & GARDEN

MARKETING

The communication strategies established by Myplant & Garden reach various targets and channels.

ADVERTISING CAMPAIGNS

On magazines, newspapers, radio and TV

PRESS OFFICE AND PR

ARTICLES ON ITALIAN AND FOREIGN SECTOR MAGAZINES

PRESS CONFERENCES

Presentation of the event to the press in two occasions during the year.

NEWSLETTERS TO OPERATORS

SOCIAL NETWORKS

Facebook, Twitter, LinkedIn, Instagram, Pinterest, YouTube



MYPLANT & GARDEN

LOCATION: FIERA MILANO

MILAN

Milan is one of the most active, well-known and easily reachable arenas for exhibitions in the world. The biggest commercial and communication networks pass through Milan and the North of Italy, then turn South, then reach the rest of Europe and the world.

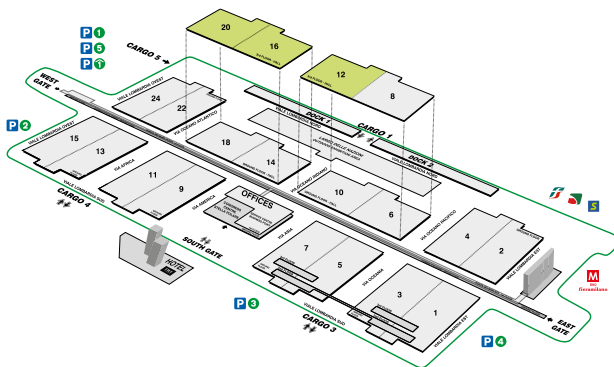


FIERA MILANO _ Rho Pero

The schedule of professional trade fairs is unique for its quality and completeness, and it covers all the economic sectors. The exhibitions in Fiera Milano attract

- around 30,000 exhibitors
- more than 5 million visitors every year

Fiera Milano – Rho Pero develops on a total surface of 753,000 sqm and it is the biggest exhibition centre in Europe.



Myplant & Garden will take place in Halls **12, 16** and **20**, in an exhibition area of 45,000 square meters.



DURATION – OPENING HOURS – CADENCE

3 days: 20-21-22 February 2019

Wed/Thu: 9AM-6PM – Fri: 9AM-5PM

Annual

COSTS

105€/sqm naked area 1 open side

110€/sqm naked area 2 open sides

115€/sqm naked area 3 open sides

120€/sqm naked area 4 open sides – island

ADMISSION FEE

350 €

The admission fee includes: presence at the fair, flat rate for use of electricity, presence on the catalogue and on the map distributed to visitors, presence on the website, printed and online invitation tickets for customers, free parking

INSURANCE

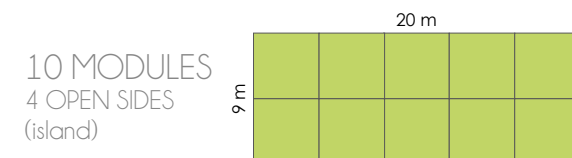
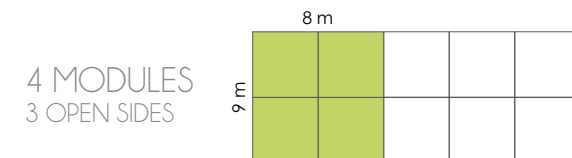
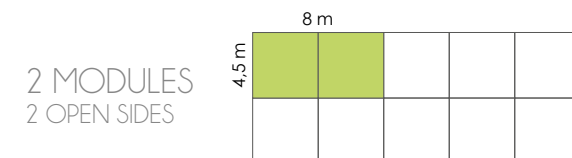
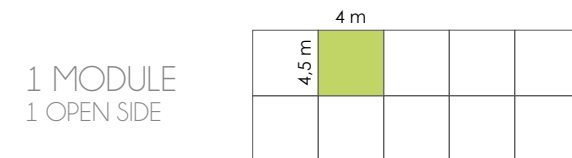
100 €

MYPLANT & GARDEN

COSTS AND EXHIBITING MODULES

The exhibition follows a scheme of
MODULES MULTIPLE OF 18 SQM

..... SOME EXAMPLES



VG CREA

Operational secretariate

The company operates in the organization of events and trade fairs. It has been cooperating with Fiera Milano since 1998 and it is specialized in the creation, management and communication of exhibitions and events.

It has always been active in the world of design, of interiors, of garden and of food.

It has worked side by side to Regione Lombardia, Provincia di Milano, Comune di Milano, Regione Campania, Regione Puglia, Comune di Lecce, Camera di Commercio Svizzera. Over the years it has been partner in the management of the most important trade fairs in Fiera Milano: Macef/Homi, Tuttofood, Host, Miwine, Viscom, G come Giocare. From 2011 to 2013 it has organized the Home Garden section at Macef.

VG crea is also the organizer of "dOT - DESIGN OUTDOOR & TASTE", a spectacular outdoor event which takes place every year on the occasion of the "Fuorisalone del Mobile" in Milan.

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MYPLANT & GARDEN



MANAGEMENT

V GROUP

Organizer

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20-21-22 FEBRUARY 2019

WWW.MYPLANTGARDEN.COM