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INTERNATIONAL B2B TRADE FAIR  
HORTICULTURE • GARDEN • LANDSCAPE

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Fiera Milano - Rho Pero | 21 - 23 february 2018

# Myplant & Garden

In three editions only, the exhibition has changed the Italian trade fair panorama of the sector by becoming its protagonist.

Myplant & Garden is a unique melting pot in Italy of all the actors in the sector. The trade fair is earning its reputation also on an international level and it is attracting exhibitors, professionals and buyers from the whole world.



## 2017 Edition

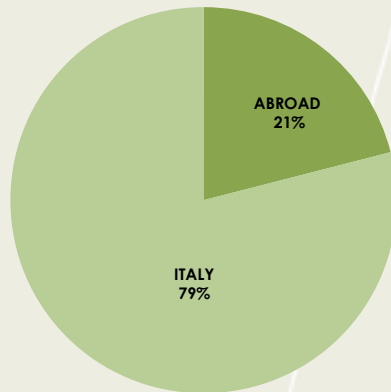
The third edition of the international green expo closed its doors on record numbers:

- **3 days** of exhibition (22-24 February)
- **567 exhibitors** (+30%>2016; +70%>2015), 20% of which came from abroad
- **110** official, international **buyer delegations**
- **40** sold-out **meetings**, seminars, talks and events
- **13.000+** visitors



# Report 2017

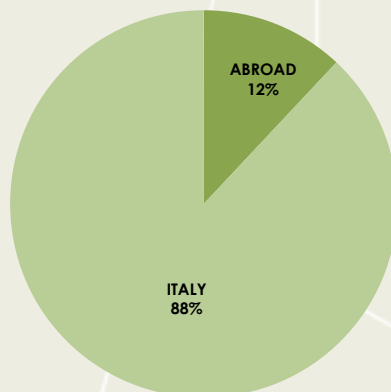
## Exhibitors



THE NETHERLANDS	33,3 %
DENMARK	21,4 %
FRANCE	12,0 %
GERMANY	10,3 %
SPAIN	4,3 %
UNITED KINGDOM	2,6 %
POLAND	2,6 %
USA	1,7 %
BELGIUM	1,7 %
NORWAY	0,9 %
PORTUGAL	0,9 %

CHINA	0,9 %
SWITZERLAND	0,9 %
FINLAND	0,9 %
JAPAN	0,9 %
SOUTH KOREA	0,9 %
RUSSIA	0,9 %
SRI LANKA	0,9 %
ROMANIA	0,9 %
AUSTRIA	0,9 %
COSTARICA	0,9 %

## Visitors



THE NETHERLANDS	14,5 %
SWITZERLAND	10,2 %
FRANCE	8,4 %
ROMANIA	6,5 %
CROATIA	4,7 %
GERMANY	4,4 %
SPAIN	4,2 %
SLOVENIA	3,1 %
BELGIUM	2,9 %

HUNGARY	2,9 %
DENMARK	2,5 %
UKRAINE	2,5 %
REST OF EUROPE	17,2 %
CHINA	2,8 %
TURKEY	2,0 %
REST OF ASIA	7,7 %
AFRICA	2,5 %
AMERICA - OCEANIA	1,2 %

# Report 2017

## VISITORS BY SECTOR OF INTEREST

Sales agent	7%
Agronomist	4%
Architect – Designer	9%
Distributor	2%
Garden Center (with production)	12%
Garden Center (point of sale only)	6%
Gardener and maintenance technician	13%
Shopping Malls – Great Distribution	1%
Wholesaler	5%
Import - Export	3%
Institution – Public Administration	1%
Shop Owner – Retailers	8%
Operator	2%
Event and Services Organizer	1%
Hotels and Accommodation	1%
Producer	11%
School	2%
Press	1%
Nurseryman	11%

# Report 2017

## MAIN SECTOR OF INTEREST OF VISITORS (each visitor has selected up to 3 preferences)

NURSERIES: HORTICULTURE, INDOOR AND OUTDOOR PLANTS	60%
TECHNIQUES: SOILS, FERTILIZERS, PHYTOSANITARY PRODUCTS	31%
POTS: POTS AND PROFESSIONAL CONTAINERS	28%
ARCHITECTURE: ARCHITECTURE AND GARDEN CONSTRUCTION	27%
MACHINERY: MACHINERY AND TOOLS	24%
DECORATION: DECORATION, FLORISTRY AND GARDEN DECORATION TOOLS	23%
FLOWERS: CUT FLOWERS	22%
SERVICES: SOFTWARE, HARDWARE, LOGISTICS	9%

# EXHIBITORS

## 8 EXHIBITING SECTORS



### **NURSERIES**

indoor and outdoor  
plants



### **FLOWERS**

cut flowers



### **POTS**

pots and professional  
containers



### **TECHNIQUES**

soils, fertilizers and  
phytosanitary products



### **SERVICES**

software, hardware,  
logistics



### **MACHINES**

machines and  
equipment



### **DECORATION**

floristry and  
decoration



### **ARCHITECTURE**

architecture and garden  
construction

There are also companies that are close to the sector of horticulture.  
They complete the framework of healthy outdoor living.



# Visitors

Target of visitors: professionals only, upon payment and invitation

- specialized stores (GDS)
- garden centers
- nurseries
- flower shops and kiosks
- gardeners/maintenance gardeners
- landscape gardeners
- agronomists
- architects
- city planners
- construction companies
- event managers
- managers of hotels, campings, resorts, swimming pools, sport centers (soccer, golf, etc.)
- institutions that work with public green areas (municipalities, schools, etc.)

**Total: 180,000 visitors invited**



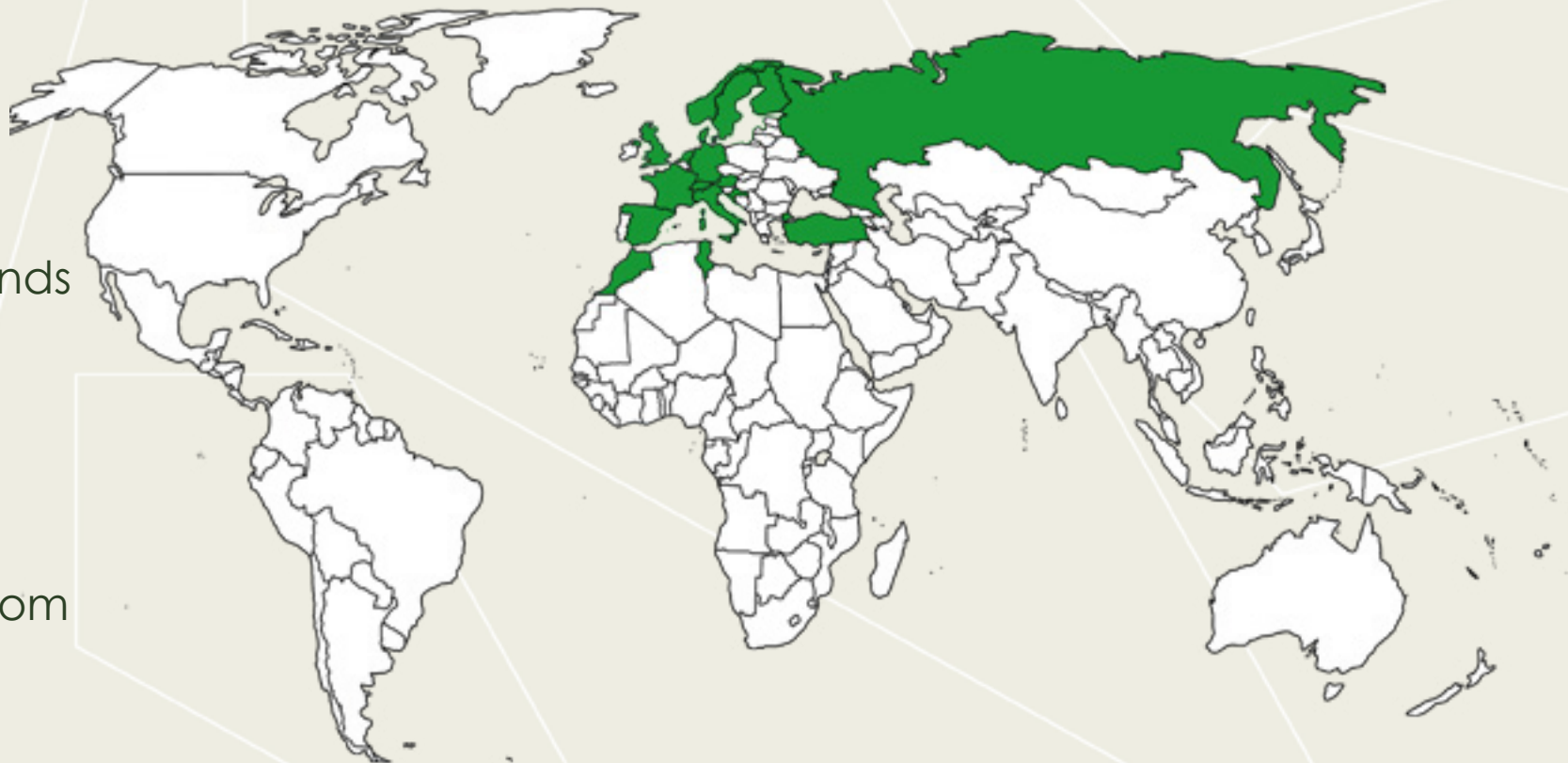
# Foreign visitors

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## INTERNATIONAL BUYERS PROJECT

An attentive research has helped identify buyers from the following countries:

- ▲ Austria
- ▲ Croatia
- ▲ France
- ▲ Germany
- ▲ Morocco
- ▲ The Netherlands
- ▲ Russia
- ▲ Switzerland
- ▲ Tunisia
- ▲ Turkey
- ▲ United Kingdom
- ▲ Spain
- ▲ Scandinavia





# Initiatives

- **Conferences** on landscape and garden
- **Seminars** and **workshops** for **gardeners** and **agronomists**
- **Cultural insights** on **sustainability**
- **Initiatives** and **settings** for **gardeners** and **landscape gardeners**
- **Talks** and **meetings** with **landscape architects**
- Involvement of **flower designers** with seminars and demonstrations for creative decoration



# Services

- ▶ **lounge bar**  
free entrance for exhibitors and their guests (proportional to stand size)
- ▶ **free entrance and parking**  
reserved for each exhibitor and proportional to stand size
- ▶ **e-service**  
web platform dedicated to exhibitors that provides a complete range of specialized services that satisfies all the needs related to exhibiting
- ▶ **sic**  
online Customer Invitation System that allows each exhibitor to manage invitation codes directly from the office



# Communication strategy

## TARGETED ADVERTISING CAMPAIGNS

Specialized magazines, TVs and radios

## PRESS OFFICE AND PUBLIC RELATIONS

## ARTICLES ON SPECIALIZED MAGAZINES

Flortecnica, Clamer, Il Floricoltore, Green Line, Case di Campagna, Fai date Facile, In Giardino, Linea Verde, MG Marketing e Giardinaggio, Acer, Giardini, Ville Giardini, Casa&Giardino, Bricoliamo.it, Green Up, Il mio Giardino, Pollice Verde, Paysage, Nemeton, Vita in Campagna, Garden&Grill, Giardini&Ambiente, Taspo, Profession Paysagiste, Markt in Gruen, Landscape, Garden International, House and Garden...

## PRESS CONFERENCES

presentation of the fair to the press a few months before the event and shortly before the fair as a means of inauguration of a number of promotional events

## TARGETED NEWSLETTERS

## SOCIAL NETWORK

(facebook; twitter; linkedin; instagram; pinterest; google+)





# Where: Fiera Milano

## MILANO

Milano is one of the most active, famous, appreciated and easy-to-reach trade fair capitals in the world. The great commercial and communication roads cross in Milano, in the North of Italy, then go South and reach Europe and the rest of the world.

## FIERA MILANO

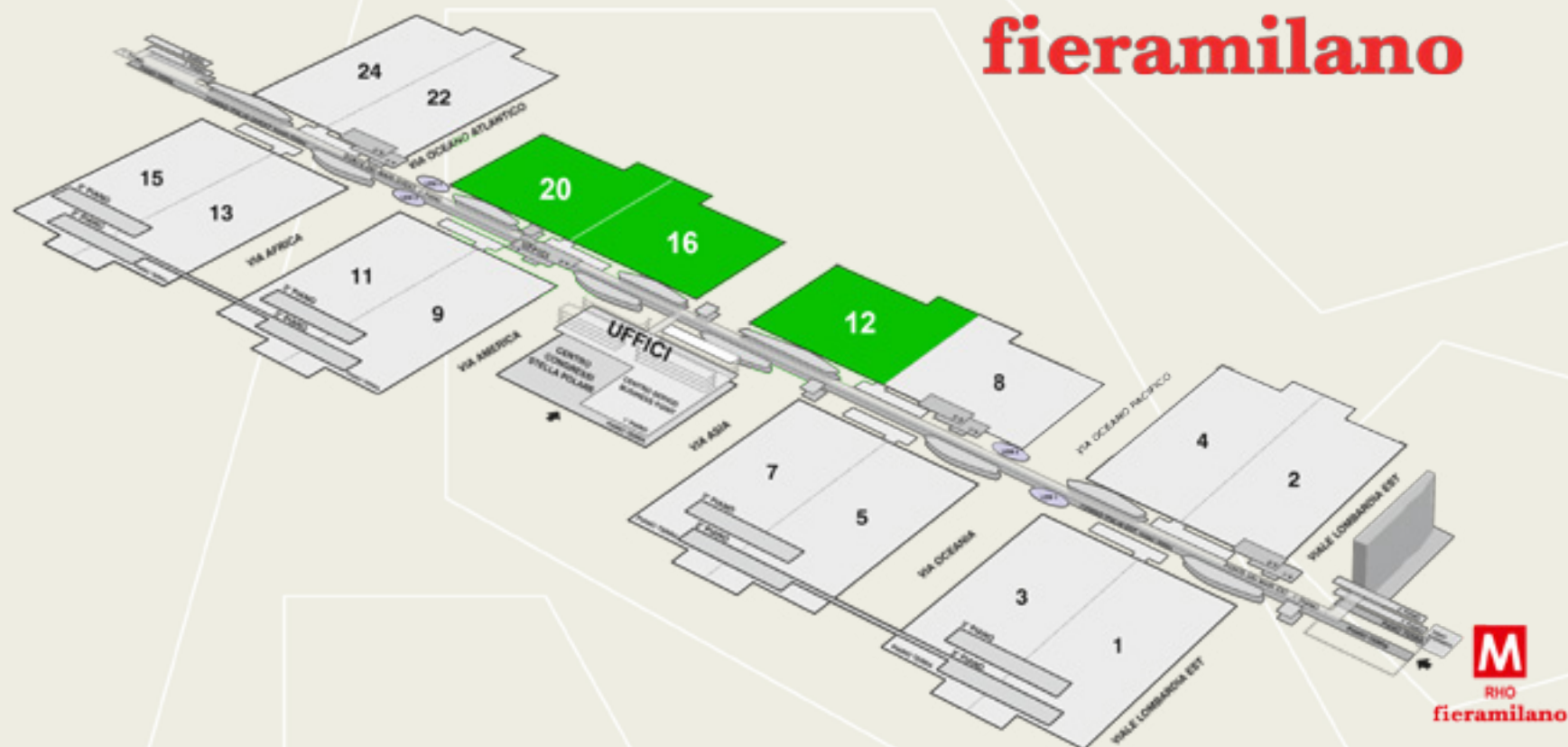
Fiera Milano has a complete portfolio of professional exhibitions—in Italy and abroad – which cover almost all the economic sectors and quality events. Each year its events attract:

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

Fiera Milano Rho Pero spreads on 753,000 sqm and it is the biggest trade fair area in Europe.



# The trade fair area



Myplant & Garden will take place in **halls 12, 16 and 20**,  
on a gross exhibiting surface of 45,000 sqm, 22,500 sqm net.



# Exhibiting modules

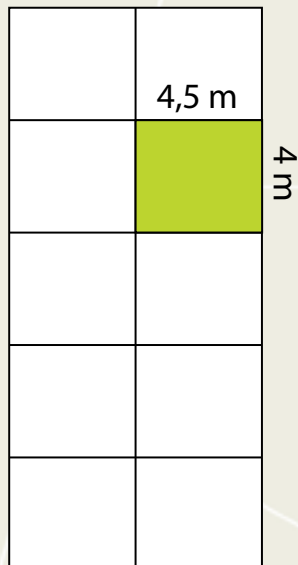
THE EXHIBITING MODULES ARE DIVIDED AS FOLLOWS:

## Modules are multiple of 18 sqm

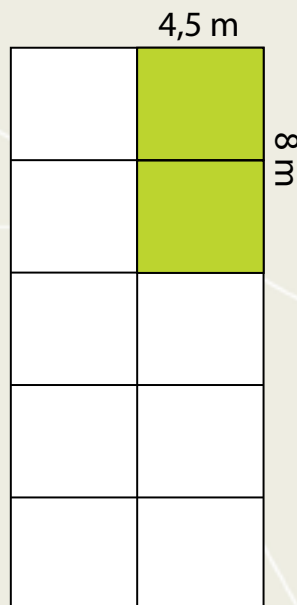
Each company can take a minimum of 1 module and up to a maximum of 10 (180 sqm, 9mx20m) that form an island

### SOME EXAMPLES

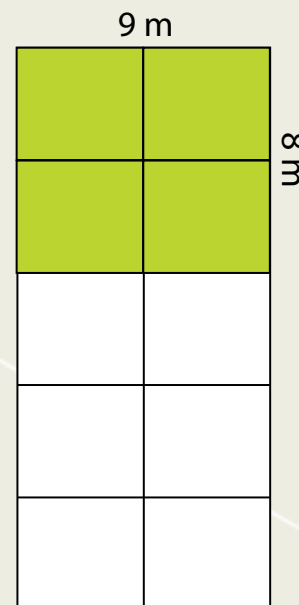
1 module  
1 open side



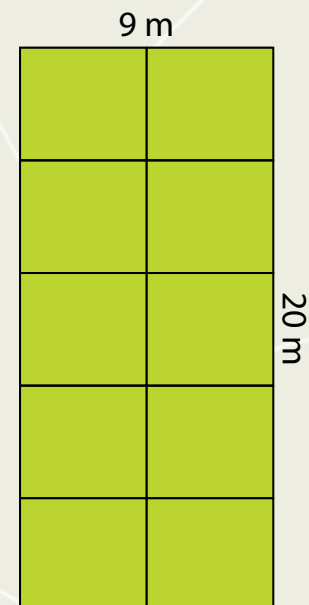
2 modules  
2 open sides



4 modules  
3 open sides



10 modules  
4 open sides (island)



# Myplant & Garden Consortium

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The **Myplant & Garden Consortium**, made up of a group of companies that represent the sector, is the owner of the exhibition brand.

It was born as a non-profit promoter of the initiative and works as a bridge between the requests and needs of exhibitors and the organization office **VG Crea**, a company that has been working as consultant for Fiera Milano for 18 years.

The Consortium aims at responding to the crisis in the sector with an initiative that offers new markets, new stimuli, new partners and that is based on professionalism, dialogue and transparency.

Transparency is the main value that the Consortium requires and offers, by giving the possibility to become part of it to each company in the sector, thus offering to cooperate in the growth, development and success of the enterprise.

The Myplant & Garden Consortium is open to the companies in the sector that would like to actively cooperate towards the success of the trade show.

Such success aims at giving a new life to an important sector of excellence, that comes out of a hard and continuous work across generations. It has great energy and it is looking for new and innovative references: they need to be central, authentic and international.

In order to be part of the Consortium, please write to:

**consorzio@myplantgarden.com**

The Consortium is composed of:

## **FOUNDERS**

Vivai D'Adda (*Gianpietro D'Adda - Presidente*)

Floricoltura Pisapia

Florpagano di Antonio Pagano & Co

Florsistemi srl

Nicoli srl

Organizzazione Orlandelli srl

Vigo Gerolamo srl

## **MEMBERS**

Anticomestiere & Co

Artigianfer srl

Cactusmania di Manera Bruno

Cattaneo Bruno srl

Christensen srl

Corino Bruna srl

Giambò piante di Giambò Vito

# Event management

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## VG Crea

The company organizes events and trade fairs. It works as **consultant of Fiera Milano since 1998** and it is specialized in creating, managing and promoting exhibitions and shows.

It has always been active in sectors such as design, furniture, garden and food. It has worked with 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 of 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.



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