

February 23-25, 2020 in Milan:

Italy: Myplant & Garden set for February 2022

The official date of the sixth edition of Myplant & Garden has been confirmed. The show, which is one of the most important professional trade fairs in Italy for horticulture, garden and landscape, will take place from 23 to 25 February 2022 in Fiera Milano-Rho, Italy.



Click here for an impression of the Myplant & Garden 2019 edition

Good news for Italy

Italian trade fairs generate a turnover of over 60 billion Euro and they boost half of the Italian export around the world. "It is a strong signal of restart for production, commerce, and economy post-corona", the organization says. "This news is meaningful for both the Italian and the international industries." According to the data presented by AEFI (the association for exhibition and trade fairs in Italy, that organizes 1,000 trade fairs in Italy) the 200,000 Italian companies that are exhibiting are choosing Italian trade fairs every year, because of their strategic role in the corporate growth and development.

However, the trade fairs in Italy still did not get any support from the government yet. "Notwithstanding the declarations of the government, the Italian trade fair world – second player in Europe, and fourth on a global level – is still waiting for the promised help and contributions outlined in 2020. This predicament, as the recent release from AEFI confirms, is leaving the organisers of trade fairs that bring wealth to the whole country with no support, thus creating a dangerous market asymmetry with its international competitors."

Myplant & Garden in 2022

Despite the lack of support so far, the organization of Myplant & Garden is determined to continue, presenting the "best of production, technology and innovation to the operators of the garden industry in February 2022", the organization says. "Myplant has rapidly brought the garden industry in the focus of international markets, offering an ever more qualified platform

for business, presenting new opportunities, new channels, and sharing the most significant trends and innovations in the sector.

It will do so in compliance with health regulations and it will take good care of the thousands of companies and professionals that have participated in and contributed to the event over the years. "Thanks to them the trade fair has become a unique phenomenon of experiences, business and relations in the international panorama, an event that generates expectations and that is an asset for the whole industry."

"Companies deserve it, visitors deserve it, all those who have put a lot of time, effort and passion in cultivating this event deserve it. The fair has always been successful and positive for everybody, and it wishes to keep being so."

"We keep growing, we keep doing it together. Let's start over from February 2022."

For more information:

Myplant & Garden

myplantgarden.com