



MYPLANTTM & GARDEN

International Green Expo



Fiera Milano | Rho Pero | Italy

February 25 • 27 | 2015

The New International Green Expo

The flower and plant companies will be the protagonists of one of the first events organized by Fiera Milano in the EXPO year.

Myplant & Garden

- is the new BtoB trade fair conceived and desired by floral companies
- is an independent event
- is organized by an independent service company
- is the new international business meeting



Milan - Italy

Fiera Milano, a high level institutional location which will give the right emphasis to this initiative, strengthening the communication strategy (advertising campaigns, articles, invitations) already scheduled and designed for the joining companies.

Milan is one of the most active, famous, appreciated and easy-to-reach trade fair capitals in the world.

In 2015, with **EXPO**, it will be more and more important as the centre of the business.

The great commercial and communication roads cross in Milan, in the North of Italy, then go to the South and arrive to **Europe** and the rest of the world.

8 macro-sectors



Nurseries
indoor and outdoor plants



Cut flowers



Pots and professional containers



Techniques, soil, fertilizers
and phytosanitary products



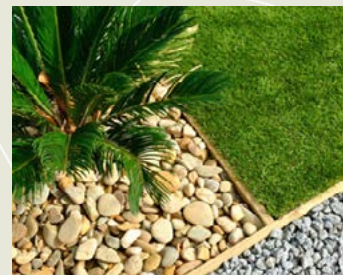
Company services
software, hardware, logistics



Machines and equipment



Florists and garden
decoration tools



Architecture and garden
constructions

To complete the settings and underline the benefits of living in the open air, the trade fair includes some companies which feature products related to the flower and plant sector.



www.myplantgarden.com

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MILANO 2015

FEEDING THE PLANET
ENERGY FOR LIFE



Event management office
VG Crea
Tel. (+39) 02 6889080
info@myplantgarden.com



FIERA MILANO

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