**THE STATE OF HUNGARY**



**GUEST OF HONOUR**

**at**

 **Myplant & Garden 2023**

**22-24 February - Fiera Milano Rho**

**Together with the excellence of the best Hungarian producers**

Italy and Hungary have strong cultural, touristic, economic and commercial links. These links have become stronger since the Nineties.

During the VII edition of **Myplant & Garden**, the international trade fair for horticulture and landscape that will take place in Fiera Milano from 22 to 24 February 2023, the best producers of flowers, plants, decoration items and outdoor furniture of Hungary will be able to participate.

In a dedicated exhibiting area within the halls of Myplant & Garden it will be possible to present the Hungarian floral industry through a selection of medium- and small-sized companies with various fields of specialisation that would well represent the quality of production.

An exhibition of the excellence on an international level is of great interest for both buyers and operators who visit Myplant & Garden from the whole world.

The Hungarian Consulate can carry out a significant promotional activity in favour of the national production sector with the aim of creating a landmark where the sectors of production and commerce can meet and face one another.

The aim of this initiative is that of creating a path of strong rebirth of Hungarian producers in Italy by focussing on the value of the whole green industry.

Myplant & Garden is the most important b2b trade fair of the green industry in Italy, as the numbers from the 2022 edition show: 650 exhibitors - 18,500 certified visitors - 480 items of radio and TV coverage.

Since the first edition great investments have been made in the sectors of decoration, cut flowers and garden centers through events, advertising campaigns and the creation of mailing lists of florists and flower designers. The aim has always been that of making this trade fair the landmark for “creativity with flowers and garden”. A central and international marketplace where the professionals and the companies operating in the sectors of decoration and outdoor living have gained back the prestige that they deserve.

One of the three halls of Myplant & Garden, will be once again dedicated to the world of **flowers, decoration and garden centers**.

Here follow the confirmed events for 2023:

* a **prestigious partnership** with **BLOOM’S** magazine, an international periodical dedicated to the world of floristry and decoration, will present an innovative area with workshops for retailers;
* **wedding fashion shows** curated by the **magazine WHITE** will present the new collections inspired by the wedding theme with floral compositions created by great floristry masters;
* **flower demonstrations** with the best international floristry schools and exclusive meetings with **top flower designers**;
* the **Garden Center New Trend** event, where outdoor furniture becomes the protagonist of ambiances dedicated to various lifestyles.

**HUNGARY GUEST OF HONOUR**

In an exhibiting area dedicated to Hungarian companies, of variable size, where the coordinating Hungarian body will be able to present a collective of the best production in horticulture and garden.

The event will have a great promotional development thanks to the communication that will support the initiative.

A cocktail hour with traditional Hungarian recipes could close one of the moments of flower demonstration in order to thank the country of Hungary for its participation and to give space to the institutions to deliver a speech.

Here follows the hospitality programme for Hungary as **Guest of Honour Country**:

* exhibiting space - variable size, depending on the number of participating companies
* logo and description of each participating company on the printed catalogue of Myplant & Garden
* name and address of each participating company on the catalogue/flyer and on each printed means that will be given out to visitors
* name and address of each participating company on the communication that will be laid out by the organisation
* news and communication of the presence of Hungary on all social networks
* creation of a DEM dedicated to Hungary, sent out to a database of 150,000 contacts of operators and buyers, mainly from Italy
* presence and intervention of a representative of Hungary (Consul or Ambassador) during the Press Release
* meetings with the international buyers who will visit the trade fair
* presentation of the participating Hungarian companies during the fair with the intervention of the Hungarian Consul or Ambassador. During this occasion official representatives from Fiera Milano will be involved and a cocktail hour for visitors with traditional Hungarian recipes might follow.

**ESTIMATE OF COSTS FOR THE HUNGARIAN COLLECTIVE**

We will consider a single application fee of 400 €\* and a single security measures package of 100 € that will have to be covered by the Hungarian organising body. A 120 € co-exhibitor fee will be calculated for each participating company. The co-exhibitor fee gives the right to access various services and to be present on the catalogue of the exhibition.

**AN EXHIBITING AREA OF VARIABLE SIZE**

**WILL BE CONSIDERED FOR A COLLECTIVE PARTICIPATION**

**AT THE COST OF**

**115 € per SQM**

**The building of the area can be defined and its cost can be estimated following the needs of the participating companies.**

\* The application fee comprises: lump sum electricity consumption for the whole area, presence of the Hungarian coordinating body and of the participating companies on the catalogue and on the flyers distributed to visitors, presence on the website of the trade fair, access to the online portal of Fiera Milano that allows to benefit from the services dedicated to exhibitors.

\*\* The fee for each co-exhibitor comprises: presence of the company on the catalogue, tickets and one complimentary parking pass.

Best regards

Valeria Randazzo

*Myplant & Garden*