



FEBRUARY 2022

6TH EDITION - REPORT



MYPLANT 2022

Myplant & Garden is the most important and inclusive professional trade fair for the horticulture, landscape and gardening industries in Italy.

It takes place every year in the largest exhibition center in Europe: Fiera Milano.

Thanks to its constant growth and development, the event has quickly become the center of attraction for all the players in the sector and for international markets.

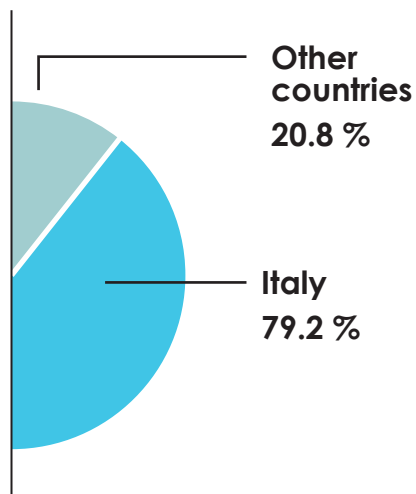
This is confirmed by the numbers that show how Myplant & Garden has grown quickly and steadily over the first six editions of the event.



EXHIBITORS	650	733	655	567	441	339
INTERNATIONAL BUYERS	116 delegations	200 delegations	150 delegations	110 delegations	90	50
SEMINARS/EVENTS	53	80	70	40	30	10
PARTICIPANTS	18.650	20.100	17.300	13.000	10.000	8.500
EXHIBITING SURFACE	45.000 sqm	45.000 sqm	45.000 sqm	30.000 sqm	28.000 sqm	25.000 sqm



NATIONALITY OF EXHIBITORS



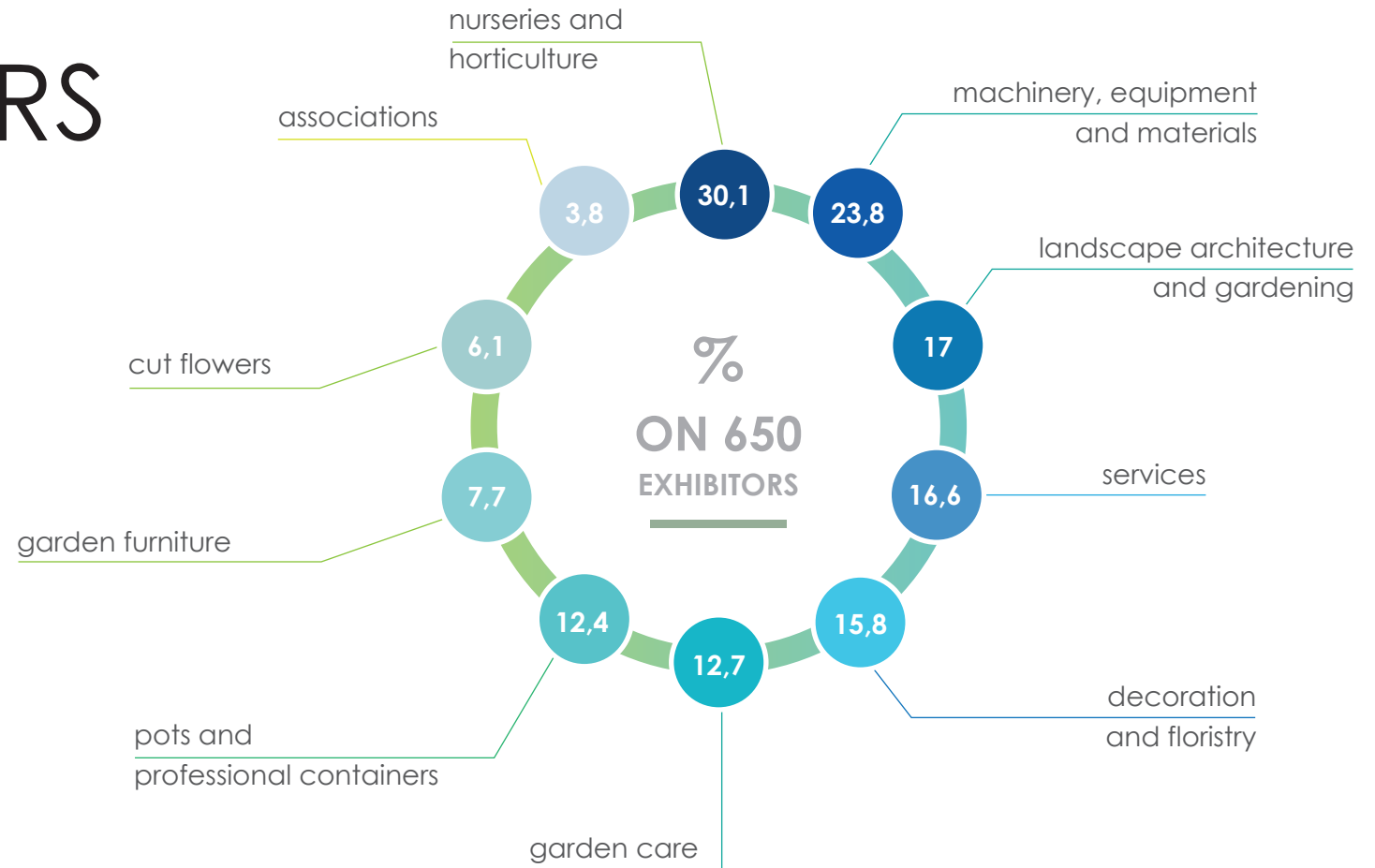
A series of teal dotted lines radiate from the globe to the right, connecting it to a detailed list of countries and their respective percentages.

Country	Percentage
THE NETHERLANDS	31.1 %
DENMARK	15.6 %
GERMANY	10.4 %
FRANCE	7.4 %
SPAIN	6.7 %
U.S.A.	4.4 %
BELGIUM	3.7 %
POLAND	3.0 %
UNITED KINGDOM	3.0 %
OTHER COUNTRIES*	14.7 %

* Australia, Austria, Bulgaria, Israel, Republic of San Marino, Sweden, Hungary, Finland, Luxembourg, Norway, Portugal, Slovenia, Ukraine.



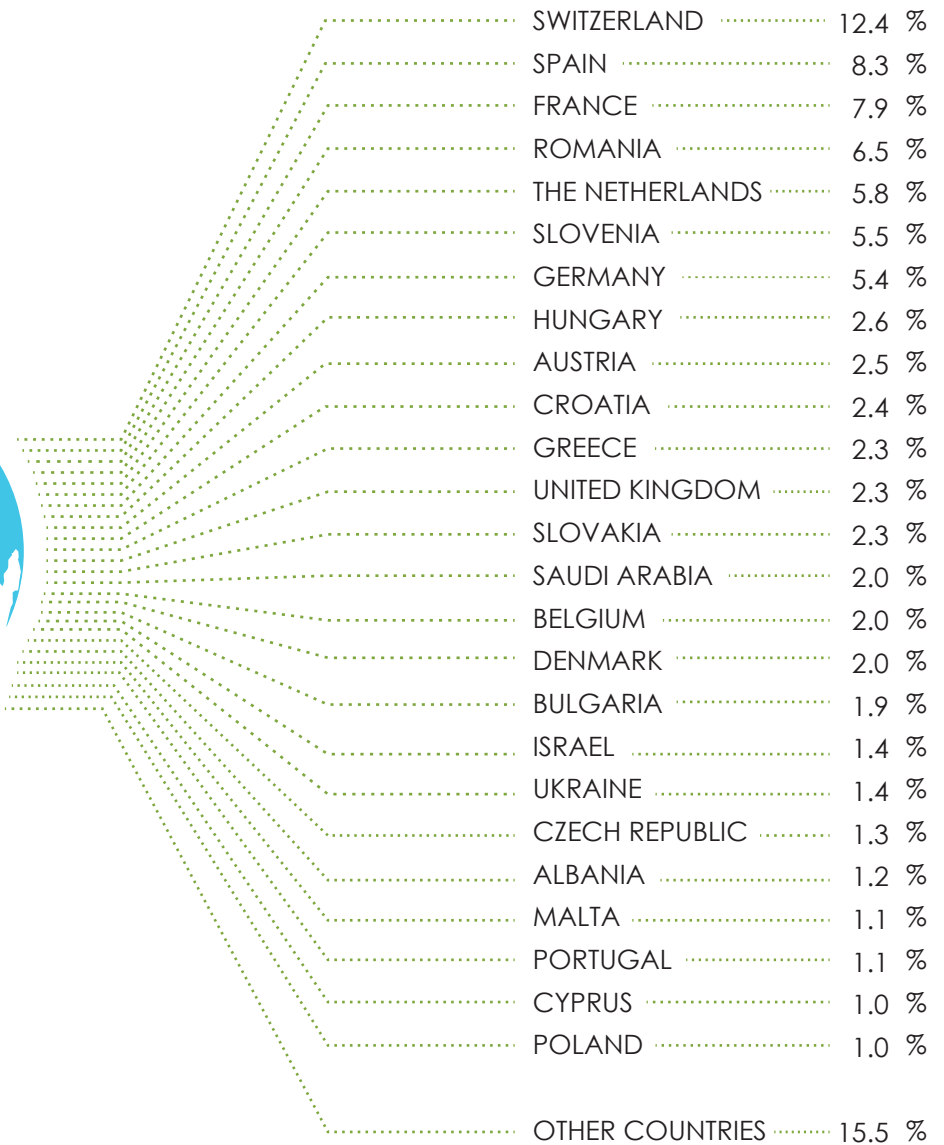
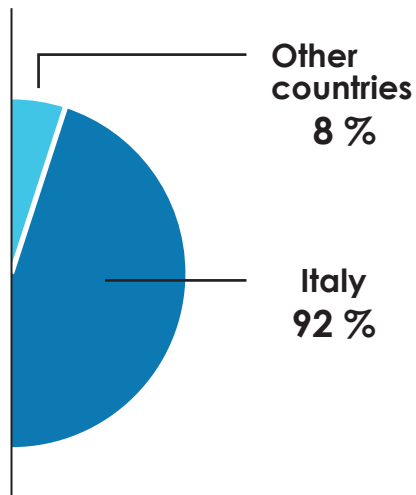
EXHIBITORS SECTORS OF OPERATION



Each company operates in one or more sectors
(the sum of the percentage is over 100)



NATIONALITY OF VISITORS



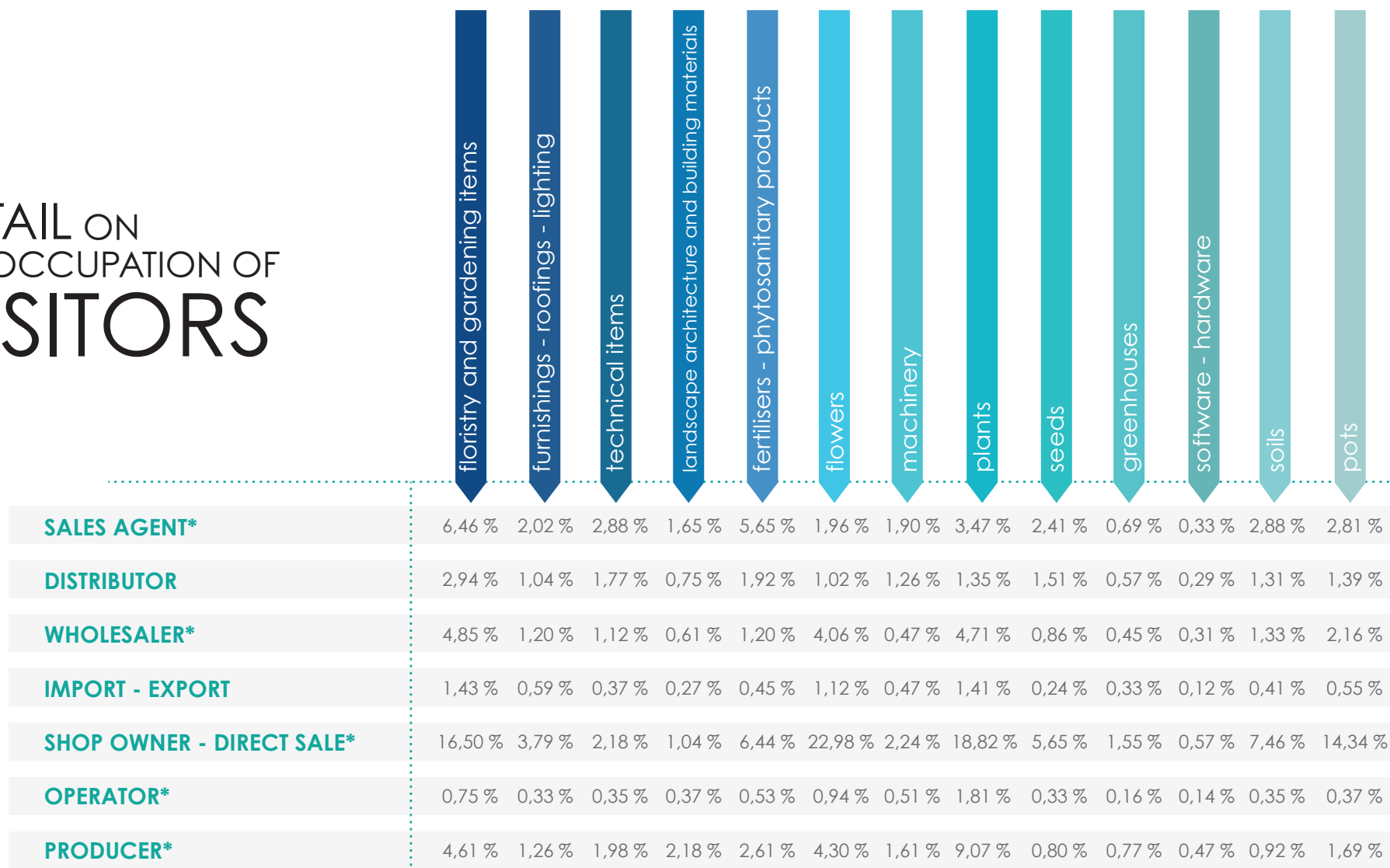
VISITORS

BY OCCUPATION

* DETAILS in the following slide

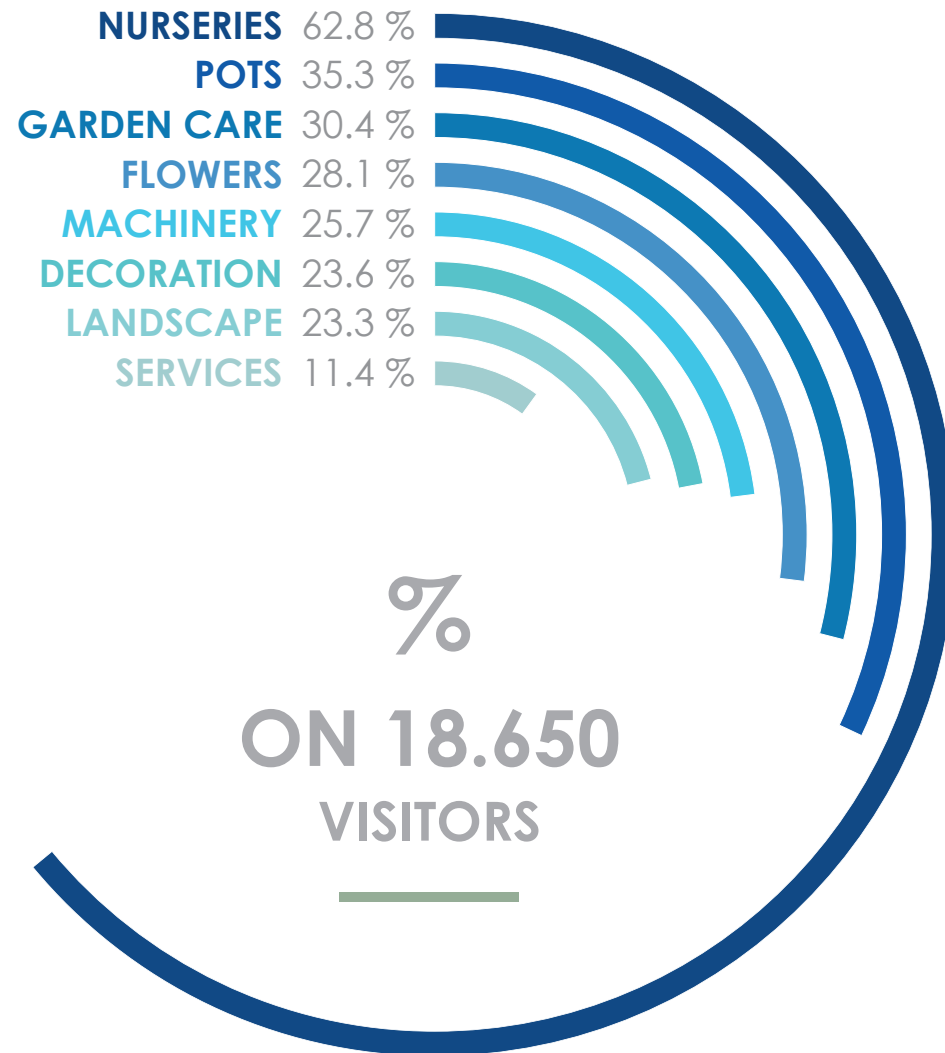


DETAIL ON THE OCCUPATION OF VISITORS



SECTORS OF INTEREST OF VISITORS

NURSERIES: horticulture, indoor and outdoor plants
POTS: pots and professional containers
GARDEN CARE: soils, fertilisers, phytosanitary products
FLOWERS: cut flowers
MACHINERY: machinery and tools
DECORATION: decoration, floristry and gardening items
LANDSCAPE: landscape architecture
SERVICES: software, hardware, management



Each professional operates in one or more sectors (the sum of the percentage is over 100)



NATIONALITY OF INTERNATIONAL HOSTED BUYERS



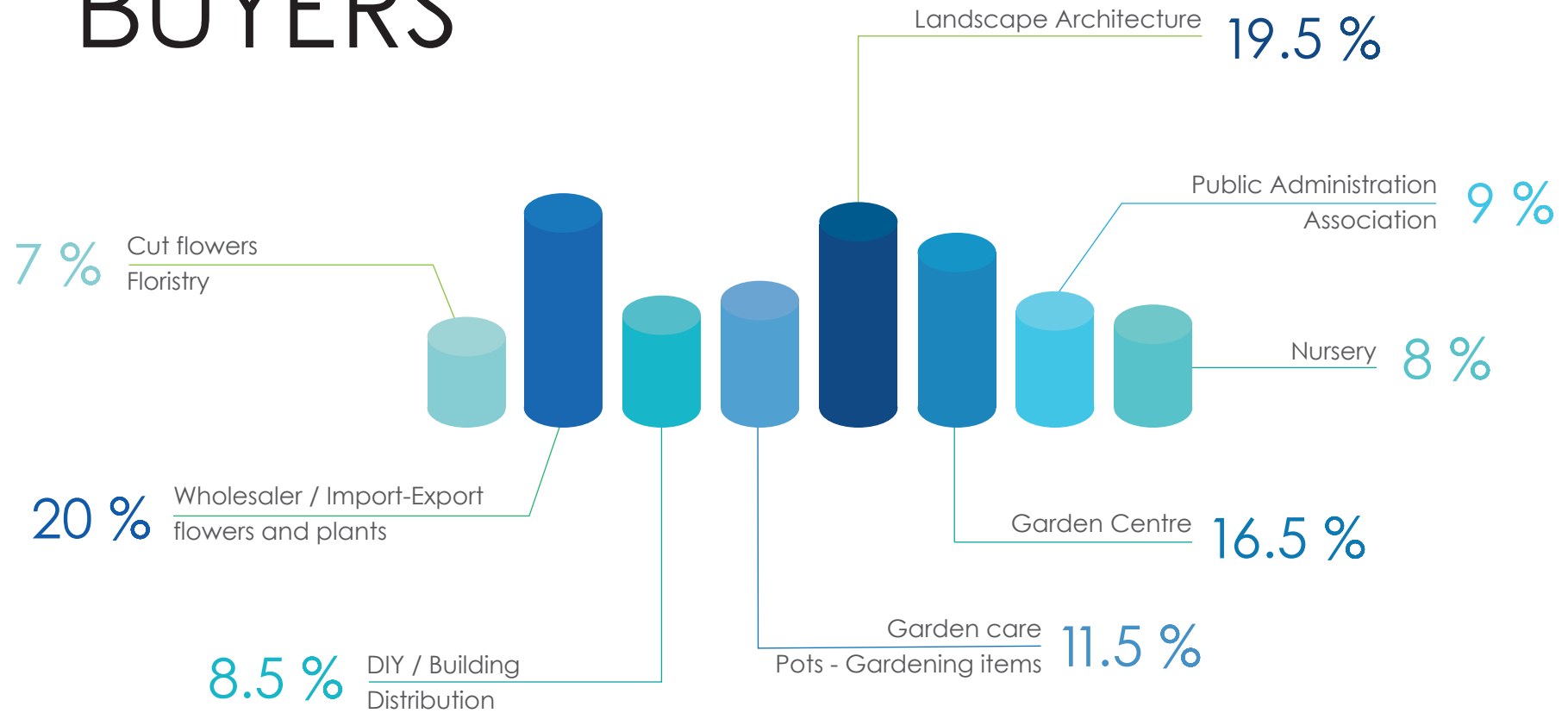
* DETAIL REST OF EUROPE:

Belgium, Bosnia, Denmark, Estonia, France, Lithuania, Luxembourg, Macedonia, Montenegro, Norway, Portugal, Czech Republic, Sweden, Switzerland

ROMANIA	12 %
SPAIN	6 %
HUNGARY	5 %
SAUDI ARABIA	4 %
BULGARIA	4 %
THE NETHERLANDS	4 %
UNITED KINGDOM	4 %
SLOVENIA	4 %
UKRAINE	4 %
AUSTRIA	3 %
GERMANY	3 %
SLOVAKIA	3 %
REST OF EUROPE	29 %
REST OF ASIA MIDDLE EAST	10 %
AFRICA	5 %



BUSINESS SECTOR OF INTERNATIONAL HOSTED BUYERS





Myplant & Garden - International Green Expo is organized by V Group Srl. It is supported by Consorzio Myplant & Garden, an organization of companies that operate in the garden industry.

7TH edition:

22 - 23 - 24 FEBRUARY 2023

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