



International Green Expo [www.myplantgarden.com](http://www.myplantgarden.com)

Myplant & Garden is the most important professional trade fair about the green sector in Italy.

For the first time the market has been offered a trade and business fair which directly connects the owner and plant sector with the construction industry specialized in building and restructuring green spaces. Urban requalification projects, together with landscape promotion, deeply involve professionals from both the owner and plant and construction industries.

### ITALY 2017: THE WORLD LANDSCAPE CAPITAL

The third edition of the three-day international fair dedicated to the green industry – and not only- inaugurates a livelier, more elegant, accurate and richer edition than the previous ones.

### MYPLANT & GARDEN: LANDSCAPE - PROJECT - CONSTRUCTION

The rich and intense exhibition schedule, the buyer hunting activity, the special initiatives, meetings and exchange opportunities will make Myplant become a unique business and relation platform in Italy, a driving force for renewed energies, a key for new markets, a large meeting point for the international green business.

Many green projects on the way, exhibition stands for companies/frms, construction materials, new technologies, outdoor lighting systems, urban requalification projects, big names from the landscape architecture industry, emerging project managers from the design and green architecture sectors.

### EXHIBITED MACROSECTORS:

FLOWERS AND PLANTS - PROJECTS - ARCHITECTURE AND CONSTRUCTIONS

In the BIGGEST EXHIBITION CENTRE IN EUROPE, Fiera Milano Rho, some data from the previous edition of MyPlant&Garden:

In the 2016 edition, once more the 8 represented areas have witnessed a lively sector that reaches 3 bln Euro in Italy, employing 150,000 people and 50,000 companies. Its strong point is the combination between tradition and innovation, its energy is rooted in a job passed down from generation to generation, mixing know-how and innovative technologies, and is open to new products, channels and markets.

With the upcoming spring the 30,000-m2 pavilions 16 and 20 of Fiera Milano bloom again. In the first edition there were more than 300 brands on display, which became 441 in 2016. More than 10,000 visitors participated in the 2016 edition, approximately 60% were the sales channels –shop owners, retailers, garden centres, consortiums, flower and plant nurseries, wholesalers, importers/exporters, buyers of large chains of stores) and approximately 40% were second-line buyers (professionals, gardeners, maintenance workers, agronomists, architects, companies, service companies, public garden, parks and local administration technicians).

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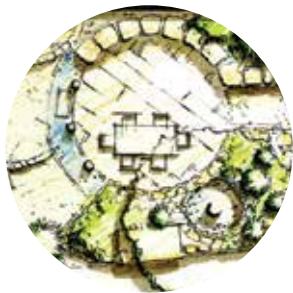
# GREEN CITY ITALIA

European partner  
and  
divulger of environmental culture



International Green Expo

Fiera Milano | Rho Pero | Italy  
February | 22<sup>th</sup> 23<sup>th</sup> 24<sup>th</sup> | 2017



[www.greencity-italia.org](http://www.greencity-italia.org)

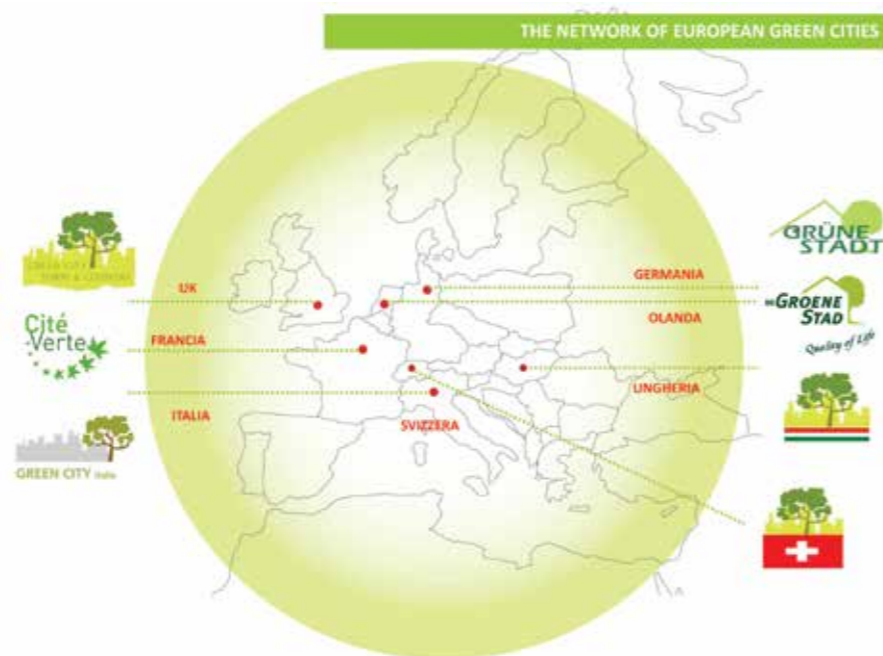
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Green City Italia

## GREEN CITY ITALIA IS...

Green City Italia implements and develops the objectives of the homonymous European associations and foundations active in Europe; in particular it aims to improve the quality of open spaces, as a potential to bring enrichment across business and society. We call this approach the 'Green City Initiative': to consider the landscape structure from the beginning of the planning process and to put open space on an equal level as buildings and infrastructure. The Green City philosophy is based on the concept that plants can bring social, economic and environmental benefits. And more plants and green space can make the difference.



## ... OUR PHILOSOPHY

"Green City" is a response to the current social and political challenges: it aims to inform economy and policy, but also the citizens, about the many positive features we mentioned, in order to create a shared culture for more liveable and green cities.

Starting from 2009, Green City Italia has developed the following measures:

Spreading awareness of the potential of urban green spaces to increase the welfare of citizens, as well as the economical managing of urban transformations;

Promoting research and projects for the improvement of urban quality;

Aggregating all those who are interested in promoting ecological culture in the design, implementation and management;

Connecting public administrations, organizations, professionals and scientists;

Promoting activities on environmental sustainability's issues, such as: cultural activities: forum, workshops, exhibitions, competitions; editorial activities: publications and promotion of books, conference proceedings, research, projects; project activities: good design practices for sustainability; social activities: initiatives related to health and wellness.



## GREEN CITY ITALIA per MYPLANT&GARDEN 2017

**info point GREEN CITY ITALIA**

Landscape Area - E45 G46 - Padiglione 20

**workshop**

**"Green spaces: present and future"**

by Il Verde Editoriale

24th February 2017, h. 14:00 - 16:00

Sala Convegni corsia M, Padiglione 20

**green talks**

Landscape Area - Corsia F - Padiglione 20

On 22th and 24th February **Laura Gatti, Andreas Kipar** and **Giovanni Sala\*** will debate with representatives of some important green strategies and projects:

### 22th February

**Yves Rocher projects: Terre des Femmes**

Evelina Locatelli,  
Marketing and communications manager  
Yves Rocher Foundation  
h. 14,00 - 15,00

**Vertical forestING**

Giulio Arnoldi, Administrator HWStyle  
Sergio Zerbini, Director Consorzio Alpi  
Roberta Peverelli, Chief designer Peverelli s.r.l  
h. 16,00 - 17,00

### 24th February

**Green Roofs for resilient cities**

Inge de Boer, Cultural manager - ROOF matters  
Denise Houx, Architect - ROOF matters  
Maria Elena La Rosa, Manager Harpo Spa  
h. 10,00 - 11,00

**Skyfarm: a project for "feeding the planet"**

Mauro Olivieri, Managing Director Arup  
Giammichele Melis, Associate Director Arup  
h. 12,00 - 13,00

**Green Infrastructures for more livable cities**

Edoardo Croci, IEF Bocconi  
"Green Economy Observatory" Policy area Director  
Stefano Zelari, Administrator Euroambiente  
h. 15,00 - 15,45

**Green Italia Network: "The first network of Italian plant nurseries and landscape contractors"**

Daniele Vanoni, Green Italia Network  
Marco Pina, Green Italia Network adviser  
h. 15,45 - 16,30

\*with the other members of the Scientific Committee:

Aldo Castellano, Edoardo Caprino, Edoardo Croci,  
Paolo Veronesi and Virginia Bombelli.

Thanks to:



# Let's talk green together!