

# Myplant **CONNECT**



powered by



[www.myplantgarden.com](http://www.myplantgarden.com)



## who we are

**MYPLANT & GARDEN** is the most important professional trade fair for horticulture, landscape and garden in Italy.

It is the main stage for the Italian garden industry and a prominent player for international markets. The trade fair promotes GREEN CULTURE, CIRCULAR ECONOMY, ENVIRONMENTAL PROTECTION and GREEN DESIGN.

Myplant drives the business of the garden industry and it is the only trade fair that showcases and promotes the whole garden industry through **9 macro-sectors**: nurseries, cut flowers, decoration, landscape, machinery, services, garden care, pots and garden furniture.



what it is

## Myplant **CONNECT**

The situation of complexity for commercial interchange caused by the current ban on physical trade fairs has led the management of Myplant & Garden – in cooperation with international buyer agencies – to develop an online b2b matching service between Exhibitors and Buyers: Myplant Connect.



**#MYPLANTCONNECT**

AIMS AT CREATING AND CONSOLIDATING TRADE LINKS EXHIBITOR-BUYER, FACILITATING AND NURTURING BUSINESS IN VIEW OF THE FAIR THAT WILL TAKE PLACE IN FEBRUARY 2022.

## → STEP 1

DURING THE MONTH OF FEBRUARY 2021 MYPLANT CONNECT **WILL GET IN TOUCH WITH BUYERS** THROUGH INTERNATIONAL AGENCIES, INFORMING THEM OF THE SERVICE.



## → STEP 2

IF THE BUYER AGREES TO BENEFIT FROM THE SERVICE, HE IS ASKED TO **IDENTIFY HIS SECTOR(S) AND PRODUCT(S)** OF INTEREST.



## → STEP 3

A LIST OF SELECTED ITALIAN AND INTERNATIONAL COMPANIES OPERATING IN THE IDENTIFIED SECTOR(S) IS **PRESENTED** TO THE BUYER.



## → STEP 4

ONCE THE BUYER HAS SELECTED THE COMPANIES HE WISHES TO BE MATCHED WITH, **A TIMETABLE FOR THE MATCHING IS ESTABLISHED** BETWEEN 15 AND 30 MARCH 2021.



## → STEP 5

THE SELECTED COMPANIES ARE INFORMED OF THE MATCHING AND **A DATE FOR THE ONLINE MEETINGS** ON THE PLATFORM PROVIDED BY MYPLANT CONNECT IS **AGREED**.



# how it works

- SHOULD THE MEETING NEED TO BE MODERATED BY AN **INTERPRETER**, A REQUEST MUST BE PRESENTED IN DUE TIME.
- THE SERVICE IS **FREE OF CHARGE** AND AIMS AT SUPPORTING AND NURTURING CONTACTS AMONG THE SECTORS OF THE GARDEN INDUSTRY IN THIS PECULIAR MOMENT OF HISTORY.



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