

Logatec, September 14, 2023

## **Invitation to MyPlant & Garden Trade Fair – Milan (Italy) – 21 – 23 February 2024**

### **What is MyPlant& Garden, when and where?**

Myplant is an **independent B2B exhibition** supported by a consortium of companies in the field and it is managed by an autonomous organization. This is how it can meet the needs of companies and operators. This is how it can become a **tool for their business**, renewal and visibility, through new stimuli, channels, markets, ideas, contact opportunities, products, projects and international solutions.

The event is organized in **8 exhibition areas** with the following focuses: **NURSERIES** (floriculture, indoor and outdoor plants); **FLOWERS** (cut flowers); **POTS** (pots and professional containers); **TECHNIQUES** (soils, fertilizers and phytosanitary products); **SERVICES** (software, hardware, logistics); **MACHINES** (machines and equipment); **DECORATION** (florists and garden decoration tools); **ARCHITECTURE** (architecture and garden constructions) [Learn more....](#)

### **SPONSORED BUSINESS VISITORS PROGRAM - BUYERS**

### **What is the Sponsored Business Visitors Program?**

The objective of the Sponsored Business Visit is a general tour of the fair and business meetings with representatives of companies that will be exhibiting in Milan.

The visit to MyPlant fair in Milan as a Business Visitor (buyer) gives you many advantages sponsored by the fair organization:

- **2 nights in 4 Star Hotel in single room or double room\***- bed & breakfast treatment;
- **Free shuttle service** from/to the exhibition;
- **Access to the fair valid all exhibition days;**
- **Access to the Buyers Lounge;**
- **Assistance and support at the fair;**
- **Official catalogue of the exhibition.**

**\*2 nights are provided only if the buyer guarantees attendance at the fair for 2 days. In case the buyer will visit the fair for one day, only one night will be provided.**



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**Business Visitor's commitment:**

Each selected Business Visitor is requested to follow the plan with seriousness, to have meetings with the exhibitors and report to us within the last day a report of the meetings.

**Who can participate?**

The delegation will be organized for a limited number of selected representatives of companies from the sector (buyers) from Slovenia, Croatia, Bosnia and Herzegovina, Serbia, Montenegro, North Macedonia, Kosovo and Albania (**invitation refers to one representative for each company**).

**How to apply?**

In order to apply, please fill in and return to us the application form in attachment via mail to the address [edemondo@mz-consulting.org](mailto:edemondo@mz-consulting.org)

**Places are limited, first come first served criteria applies.**

**All detailed information will be sent to you after the selection process, via mail at the address you submit with your application form.**

If you are a producer and you would like to exhibit at MyPlant & Garden, feel free to contact us for further information and unbinding quotations.

Very best regards from our team!



Matjaž Žigon, M.Sc.

Head of Office