

Myplant 2027: new dates announced.

Exhibition to take place from 17 to 19 February

The 11th edition of Myplant & Garden will be held from 17 to 19 February 2027.

The new dates, proposed by the organisers and shared with exhibitors, further strengthen the exhibition's role as an international business platform for the green industry.

"A strategic decision that has received strong support from across the sector."

Why the dates have changed

The decision to move the exhibition forward follows a careful assessment by the organisers of market developments and the evolving needs of businesses.

Key factors included the recent opportunity to provide a more favourable timeframe for commercial activities, avoid overlaps with other major trade events, improve logistical planning, and facilitate participation by international visitors and exhibitors.

From market consultation to proposal

"Listening to the market has always been at the core of our work," says **Valeria Randazzo**, Head of Myplant & Garden. *"After carefully evaluating the advantages of bringing the exhibition forward and confirming its feasibility with the exhibition venue, we decided to share the proposal with exhibitors in order to gather feedback and assess their views."*

The Myplant & Garden Consortium, which directly represents companies across the sector, was involved throughout the evaluation process. The Consortium expressed its support for the proposal, recognising the new dates as an opportunity to enhance the commercial effectiveness of the event and improve companies' planning activities.

Strong support from exhibitors

The feedback received showed broad consensus in favour of the proposed change.

As a result, Myplant & Garden launched a survey among the hundreds of companies already registered for the 2027 edition, with the aim of accurately measuring exhibitors' views.

"The outcome was very clear," Randazzo continues. *"An overwhelming majority of exhibitors supported moving the event to 17–19 February 2027, confirming the value of what we believe is a strategic decision for the entire industry."*

Creating even more business opportunities

With **eight months** still to go before the next edition and almost all exhibition space already **booked**, the survey results provide further evidence of the strong alignment between Myplant & Garden and the market it serves.

"The strength and international standing of Myplant & Garden lie in its ability to respond quickly to the needs of businesses and to the evolution of the sector," the organisers underline. *"The new dates will allow companies to start seasonal business discussions earlier, organise meetings and activities more effectively, and further enhance the participation of international delegations. It is a forward-looking decision driven by our commitment to providing the industry with an increasingly effective platform for business development."*

Aligned with the dynamics of international markets, the new dates further reinforce Myplant & Garden's position as a global marketplace for the green industry and a key meeting point for producers, distributors, designers and service providers.

In an increasingly competitive and international market, the new schedule will offer exhibitors and visitors an even more favourable setting in which to **showcase** innovations, **develop** business relationships, **generate** qualified leads and **plan** future investments, consolidating Myplant & Garden's role as the leading event for the sector.



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Myplant & Garden – International Green Expo
Fiera Milano–Rho | 17–19 February 2027 | Frequency: annual | Visitors: trade professionals | Organized by: V Group (IEG Group) |
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Myplant & Garden – International Green Expo

Myplant & Garden is the most important professional trade fair for horticulture, garden, landscape, and sportsground in Italy. It is the main reference for the Italian industry and top-level actor for international markets. The trade fair promoted green culture, circular economy, environmental protection, and green design.