

Myplant & Garden: the tenth edition of the leading international trade fair for the professional green sector is approaching

Bigger, more international, with a new exhibition layout and a dense programme of initiatives: this is how Myplant & Garden is preparing to celebrate its tenth edition, scheduled from 18 to 20 February 2026 at FieraMilano Rho.

A milestone that represents not only the confirmation of the event's positioning as a benchmark for the professional green sector, but also a new starting point shared with the entire international green community.

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Milan (IT), December 2025 – After a record-breaking 2025 edition (810 exhibitors, 55,000 m² of occupied space and almost 27,000 visitors from all over the world), **Myplant & Garden** is preparing to **further expand its horizons**, reaching **60,000 m²** of exhibition area and occupying **four pavilions entirely** thanks to the strong response from companies. In addition, **outdoor areas** will also be used for practical demonstrations.

Myplant & Garden is getting ready to celebrate its **tenth edition**, scheduled from **18 to 20 February 2026 at Fiera Milano Rho**, confirming itself as leading international trade fair dedicated to professionals in the horticulture, landscaping, garden and floriculture supply chains. The event will bring together companies, operators, experts, institutions and associations from all over Europe and from numerous non-European countries.

In ten years of activity, Myplant & Garden has become an essential point of reference for the entire sector thanks to its ability to connect production, distribution, design and services, offering a unique stage for innovation, professional exchange and markets.

The tenth edition includes new contents, specialised thematic areas, exhibitions, technical seminars, training workshops and live demonstrations, with particular attention to the current challenges of the sector: sustainability, circular economy, management of urban, private and sports green areas, smart technologies, new trends in garden design and floral decoration.

“We will increase from 55,000 to 60,000 m² of exhibition space, and we will completely cover all four pavilions with the exhibition thanks to the exceptional response from our exhibitors,” says **Valeria Randazzo**, Exhibition Manager of Myplant.

With the tenth edition there will be a **further reorganisation** of the exhibition areas that cover the entire value chain: nurseries, flowers, furniture, pots and containers, decoration, landscape architecture, services, technology and machinery will offer a **complete and updated overview** of the supply chain. *“A comprehensive offer that reflects the strength, diversity and continuous evolution of the sector.”*

Hall 20 will be **entirely occupied by engines** – which are in continuous expansion – and by **My Green Sports**, the evolution of ‘Green Sportsgrounds’, where the new FIGC (Italian Football Federation) programme dedicated to the training of green technicians will also find space.

The area dedicated to **landscaping** (design, products, materials, construction...), renamed **My Landscape**, will gain new visibility and identity by moving to **Hall 8**. A boulevard will connect it to the area dedicated to **flowers and decoration**, renamed in turn **My Decor**.

Nursery production will remain represented in **Hall 16** and in a large portion of **Hall 12**, remaining adjacent, as in the previous edition, to the exhibition of the entire **technical** sector. Here, the **Garden Center New Trend** setup will be located, celebrating Myplant's tenth anniversary with the initiative “10 years of trends – the best of”, a journey through a decade of ideas, scenography, visions and products that have marked the evolution of the event and influenced the market: a space to recount the past, interpret the present and, with the new proposals, imagine the future of **specialised retail**.

My Innovation (formerly MyplanTech) will showcase the most advanced and sustainable products and services in the green sector, featuring the exhibitors' most innovative ecological and technological solutions in a dedicated circuit within the pavilions.

“This tenth edition represents an important milestone and at the same time a new starting point,” explains Valeria Randazzo. *“The green market is constantly evolving and Myplant continues to grow together with companies, offering a privileged place to develop relationships, generate value and imagine the future of the sector.”*

The event reaffirms its role as an unmissable gathering for professionals in the green sector and for anyone wishing to understand the directions in which the market is heading in the coming years.



Myplant & Garden – International Green Expo

Fiera Milano–Rho | February 18-20, 2026 | Annual event | Professional visitors only | Organized by V Group (IEG Group) | Tel: (+39) 02.6889080 | info@myplantgarden.com | www.myplantgarden.com

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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.