Press

‘Sistema Foresta’ (*Forest System*) makes its debut at Myplant: the new section dedicated to sustainable forest management, urban forestry and agroforestry. Myplant & Garden, International Green Expo

(Fiera Milano-Rho-IT, 17–19 February 2027)

*Italy’s forest heritage has grown significantly. But today’s challenge is not simply to have more forests: it is to understand them, plan and manage this resource, bringing together expertise, professional skills, technologies and supply chains. With ‘Sistema Foresta’ (*Forest System*), Myplant is launching the first Italian trade fair initiative to bring together the entire forestry ecosystem.*

Milan (IT), November 2026 – Myplant & Garden *(11th edition, 17–19 February 2027, Fiera Milano Rho, over 800 exhibitors and 60,000 sqm),* Italy’s leading professional trade fair dedicated to the green sector, is launching **the first** trade fair initiative in Italy to bring together the **entire forestry ecosystem**, from sustainable forest management and urban forestry to agroforestry. ***‘Sistema Foresta’ (Forest System)*** is a new multidisciplinary platform designed to connect expertise, businesses and supply chains and develop new management, production and economic opportunities linked to Italy’s tree and forest heritage.

“*Italy’s forests cover one third of the Country’s territory, spanning more than 11 million hectares: an asset with significant economic potential that has yet to be fully tapped*”, say the organisers.

More than **11 million** hectares, equivalent to approximately **one third of the national territory**: this is the extent of Italy’s forest heritage, an environmental and economic resource whose potential has yet to be fully harnessed. In fact, only 18–20% of forests have an active or currently valid forest management plan, while the area of forests certified as being under **sustainable management** stands at around **10%**.

The expansion of forested areas, largely due to the abandonment of agricultural and mountain areas and the reduction in silvicultural activities, has not been matched by a corresponding development in forest management. This situation opens up new prospects for **timber supply chains**, **biomass**, **non-timber forest products**, **forest nurseries**, **technologies**, professional **services** and land maintenance.

Risk prevention, **ecosystem** protection and the production of **renewable** raw materials are increasingly interconnected with opportunities for **economic development**.

The figures for Italy’s horticulture and nursery sector also give an indication of the economic significance of the green industry. In 2025, the value of production reached **€3.52 billion**, up **8.1%** year on year and marking a new all-time high, according to *ISTAT* data processed and released in advance by **Myplant & Garden** last September. The floriculture segment, which includes flowers and potted plants, is worth €1.64 billion (+8.2%), while the nursery sector

reaches €1.88 billion (+8.1%), confirming Italy's position among Europe's leading producers and as one of the main international suppliers of flowers and plants.

The potential also extends to trees outside forests. In 2025, nearly **3.7 million trees** were planted in Italy, 17% more than in 2024, across more than 5,300 hectares.
According to the latest scientific research, these new plantings are capable of generating approximately **€28 million per year in ecosystem services**, **for each year of life** of the tree stock established.

Another opportunity is represented by agroforestry, which integrates trees, crops and livestock into production systems. In Italy, it currently covers approximately **1.3 million hectares**, equivalent to **11%** of the utilised agricultural area, and can contribute to **income diversification**, soil protection and the resilience of agricultural **businesses**.

It is against this backdrop that **'Sistema Foresta'** (**Forest System**) is being launched, the new section of **Myplant & Garden** dedicated to sustainable forest management, urban forestry and agroforestry. The initiative will bring together forest nursery operators, technicians, arborists, agronomists, designers, researchers, businesses, public bodies and operators across the supply chains within a single trade fair setting.

The aim is to bring together expertise and professional skills in order to transform Italy's tree and forest heritage into an increasingly well-known and effectively managed resource, capable of generating economic, environmental and territorial value.

The initiative has already secured the endorsement of almost all organisations and institutions representing Italy's forestry sector.



Myplant & Garden – *International Green Expo*
Fiera Milano–Rho | 17–19 February 2027 | Frequency: annual | Visitors: trade professionals | Organized by: V Group (IEG Group) | Tel. (+39) 02 6889080 | info@myplantgarden.com | www.myplantgarden.com

Press Contact:
Ferdinando Crespi| ferdinando@crespius.com – info@myplantgarden.com

Myplant & Garden – International Green Expo
Myplant & Garden is Italy's leading professional trade exhibition dedicated to horticulture, landscape, garden and sportsgrounds. Organised into nine exhibition macro-sectors, it is the leading reference point for the Italian market and one of the most important international trade fairs for the trade and professionals across the entire green supply chain, from nursery and floriculture production to distribution, through to the construction and maintenance of green spaces.
Through dialogue among industry operators, institutions and stakeholders, and by promoting the sector's best practices, Myplant & Garden fosters the culture of greenery, innovation, the circular economy, environmental sustainability and excellence in landscape design.