

Myplant & Garden continues growing! From February 19 to 21, 2025, a new “fair landscape” for an increasingly bigger, more significant event full of innovations

Myplant & Garden, the leading international green industry trade fair in Italy, will return from February 19 to 21, 2025, at Fiera Milano Rho with an expanded and innovation-packed edition. As a key event for professionals in horticulture, landscaping, gardening, and sportsgrounds, the show will feature a larger exhibition space (55,000 sqm) and a reimagined trade fair “landscape”:

- **Pavilion 20** will focus on outdoor sports, landscaping, materials, and motorized garden equipment, showcasing product previews, robotics, maintenance, design, and green construction.
- **Pavilion 16** will host an extensive range of plants and accessories for indoor and outdoor spaces, technologies for production efficiency, and services for businesses.
- **Pavilion 12** will be reorganized into two sections: one for green plants and potted plants and another for products for plant and soil care, emphasizing innovative and sustainable solutions.
- **Pavilion 8**, centered on floriculture and home decor, will host the “Décor District” and the Weddingflowers area, with events and workshops on floral decoration and sustainability in weddings.
- **Garden Center New Trend** will explore the latest trends in garden centers and gardening.
- The new edition of **MyplanTech** will spotlight cutting-edge sustainable solutions for the green industry.



Milan (IT), December 11, 2024 - The ninth edition of Italy's premier international event for green professionals will open its doors at Fiera Milano Rho from February 19 to 21, 2025. This essential gathering for companies, operators, and associations in landscaping, horticulture, gardening, and sportsgrounds offers a unique and unparalleled showcase of proposals, solutions, products, and services for the entire green industry. Thanks to collaborations with associations, professional bodies, institutional organizations, and representatives of industry supply chains, Myplant also provides a rich calendar of opportunities for professional development, networking, and knowledge exchange. It serves as a fertile ground for discussing industry issues, where studios, businesses, experts, public administrators, analysts, and scientists can find an ecosystem to enhance their competitiveness.

Key highlights of Myplant 2025: a new pavilion and a renewed distribution across 55,000 sqm

The show's growth includes a full opening of Pavilion 8, making it the fourth active hall. Previously (in February 2024) used for special functions and areas, Pavilion 8 will now house a significant portion of the fair's expanded offerings.

Myplant 2025: preview of the pavilions

Pavilion 20 will be dedicated to sports, landscape, materials, and machinery. Lawns, grasses, and turf surfaces, equipment, machinery, landscape projects, product previews, innovations, garden furniture, material samples, elements for the construction and maintenance of outdoor spaces are the main themes represented in the area dedicated to greenery, landscape, construction, and sports in all its forms: from sports facilities to territorial planning, from urban forestry to healing gardens, from outdoor building materials to outdoor lighting, from green recovery and revitalization projects to sports fields, as well as mechanics, robotics, and innovations in tools, accessories, and technologies for the care, management, and maintenance of green spaces. There will also be opportunities to meet with industry leaders, architects, public administrations, and major Italian sports federations and associations for dialogue among clients, professionals, and business delegations seeking customers, suppliers, services, ideas, solutions, and regulatory updates. Pavilion 20 will open many windows onto the future of the sector: with the technological innovation increasingly integrated into the world of motorized gardening, where investments in cutting-edge solutions will set new milestones at the fair; with new types of seeds and grass turf that are more efficient and resilient to extreme weather events; with remote monitoring, measurement, and plant disease control systems; through the most advanced landscape design suites; with the best arboricultural techniques; via lighting innovations; through exemplary green revitalization and enhancement experiences for both public and private spaces, including the Premio La Città per il Verde (*City for Green Prize*, 25th edition, organized by Il Verde Editoriale), and much more.

Pavilion 16, the original core of the event, will showcase one of the largest selections of products and solutions for horticulture and floriculture at the international level. Bare root plants, potted plants, herbs, indoor plants, bonsais, cacti, from succulents to green coverings, fruit plants, garden fruits, fruit nurseries, ornamental trees, citrus fruits, hedges, decorative plants, both in pots and in the ground, shrubs and stems alongside perennial

herbs, grasses, pre-vegetated carpets, offering endless possibilities for gardens, greenhouses, balconies, terraces, outdoor spaces, cities, infrastructures, and parks. There will also be a wide range of services for markets and businesses (logistics, software, graphics, printing, distribution...), pots and containers (for nurseries, shops, home décor, outdoor, urban, and hospitality, in all shapes, sizes, and materials, with a strong presence of recycled and recyclable materials), solutions for energy and water savings, technologies for soil permeability and hydraulic performance, storage, shipping, management, production, and commercial programming. Additionally, the pavilion will feature a broad selection of technologies ensuring the quantity and quality of products, structures for grafting, dwarfing rootstocks, micropropagation labs, structures and systems for protected cultivation, mini-greenhouses for early growth and protection, wireless incubators, solutions for plant protection, reforestation, environmental restoration.

Changes will take place in Pavilion 12: in February 2025, the pavilion will be reorganized into two areas: one dedicated to plants in pots and greenery, and the other to products and solutions for the care of green spaces and soil. The technical areas will be expanded, and there will be a broader focus on greenery, continuing from Pavilion 16. This section will be dedicated to an important selection of horticultural, floral, and nursery proposals from Italy and around the world, with offerings spanning indoor and outdoor greenery, accessories, gardening tools, and pots. Additionally, the exhibition will feature an expanding selection of products and solutions for the protection and productivity of crops, both for soil and plants—such as increasingly sustainable solutions for soil and plant nutrition, as well as protection from harmful insects and diseases. Leading industry companies will present new lines of substrates, seeds, and specific or universal potting soils, including organic ones for vegetables, to ensure the healthy growth of plants, flowers, fruits, cuttings, and proper soil drainage. The sector for machinery for the care and maintenance of greenery will also be represented.

A new addition, Pavilion 8, will fully showcase the product and creative offerings for professionals in the floricultural market—enhanced by the growing presence of Italian and international floral production excellence—as well as for decoration and home décor. Here, the *Décor District* will be the vibrant hub of floral and botanical creativity, hosting contests, photo shoots, fashion shows, workshops, debates, and collaborations with renowned designers, floral design studios, international collectives, and trendsetters in the industry. Under the name *Weddingflowers* — a collaboration among Myplant, White Sposa magazine, Floweracademy.it, Dini Holtrop, MPS Group, and Chrysal International — the wedding theme will be celebrated through events, catwalks, and immersive settings. There will also be meetings with industry operators, from growers to distributors, wedding planners to venue managers, along with an important international conference on the relationship between weddings and sustainability.

The 8th edition of the unmissable event for garden centers, **Garden Center New Trend** — the exhibition format that has anticipated the evolution of garden centers at Myplant since 2016 — will have more space and ideas in the new pavilion. The internationally successful concept will focus on Happy Wellness, exploring the connection between well-being, health, and nature. The event will be organized into four thematic areas, each showcasing specific plant families in effective and attractive exhibition solutions. From sustainable gardening to

creative reuse of objects and engagement with the natural world, *Garden Center New Trend* will explore the latest gardening trends, from sustainability to technology, to discover how these innovations can improve retail performance. In the center, *La Piazza (The Square)* will provide a relaxing and welcoming space designed for people, families, and pets. A catering area will offer an attractive alternative for sales points that cannot accommodate a full bar or restaurant due to space or bureaucratic reasons.

MyplanTech: a focus on sustainable innovation in the sector

Building on growing success, MyplanTech will return in February 2025, showcasing innovative and sustainable products and solutions shaping the future of the floriculture sector. Continuous control systems, detection units, digital twins of trees, tree equity, high-tech greenhouses, water and energy-saving solutions, circularity and recycling, technologies for soil-less cultivation, hydroponics, mini-biofactories, new resilient plant and flower varieties, lighting innovations, endotherapy, eco-friendly pavings, high-performance motors and batteries, and new generation pesticides are just some of the proposals from startups and industry leaders dedicated to research and development that will define the future of the sector.

Additional highlights:

Four conference Spaces: two meeting rooms, a special Landscape Area, and a Sportsgrounds conference room (Pav. 20); one more conference room in Pavilion 12.

Outdoor Areas: tree climbing demonstrations, arboriculture showcases, and cooking shows between Pavilions 16 and 12.

2024 Achievements:

The last edition of Myplant in February 2024 concluded with:

762 exhibitors (+15% from 2023)

204 international buyer delegations (+27%)

50,000 sqm of fair space (+10%)

25,000 attendees (+8%)

114 accredited international purchasing entities from 45 countries across 4 continents.

Myplant & Garden – International Green Expo

Fiera Milano – Rho (IT) | 19-21 February 2025 | cadence: annual | visitors: professionals | head office V Group (IEG Group), Milan (IT), 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.