

## **Participation in Myplant & Garden Middle East accelerates: the green trade fair flourishing across the Middle East**

*Myplant & Garden Middle East, the first and only international trade fair in the Middle East dedicated exclusively to ornamental horticulture, is experiencing a remarkable surge in participation. Italian and international companies, alongside key Middle Eastern stakeholders, are increasingly recognising the strategic value of this landmark event, scheduled to take place at the **Dubai Exhibition Centre from 15 to 17 November 2025**.*

*Dubai, UAE / Milan, Italy – June 2025 – The exhibition is rapidly becoming a pivotal platform for green industry professionals eager to expand their business networks in one of the world's most dynamic and fast-growing regions. It offers a unique opportunity to tap into a market shaped by rapid urbanisation, sustainability agendas, and government-driven greening initiatives.*

### **Growing International Interest in a Greener Gulf**

There is a notable uptick in interest from **real estate developers**, urban infrastructure **planners**, **investors**, and **retail** leaders across the UAE, Saudi Arabia, Qatar, and other Gulf Cooperation Council (GCC) nations. These players are leading the transformation toward sustainable and liveable urban spaces, aligned with national development visions such as the **UAE Green Agenda 2030**, **Abu Dhabi Vision 2030**, and **Dubai Urban Master Plan 2040**.

Myplant & Garden Middle East features **six** core exhibition areas:

- **Landscape architecture and urban furniture**
- **Nurseries and floriculture**
- **Pots and outdoor décor**
- **Greenhouse technologies, machinery, and irrigation systems**
- **Floral design and decorations**
- **Technical services and ICT for green infrastructure**

International exhibitors specialising in the design, development and maintenance of both public and private green spaces are increasingly drawn to the event to source suppliers and forge commercial alliances.

### **A Gateway to the GCC Green Market**

Exhibitors participating in **Myplant & Garden Middle East** will benefit from targeted exposure to selected buyers and stakeholders from the UAE, wider GCC region, Africa, and Asia. In collaboration with **ITA – Italian Trade Agency**, specialised promotion **agencies**, and Myplant & Garden's organisational office, the fair will host prominent **developers**, **architectural** studios, and influential figures from global interior and **landscape** design circles.

The Gulf's **megaproject sector** alone is estimated to represent an investment value of over **USD 777 billion**, creating vast opportunities for companies offering **sustainable landscaping and innovative green technologies**. Government mandates for green urbanism are driving demand for products and services that support biodiversity, improve air quality, and enhance quality of life.

### **Key Players Shaping a Regional #GreenRenaissance**

Under the theme **#GreenRenaissanceUAE**, Myplant & Garden Middle East aims to unite the green supply chain with the region's ambitious environmental and developmental roadmaps. The exhibition is designed to be a strategic platform for investment, partnership building, and knowledge exchange across the sector.

Among the standout exhibitors are:

- **Tanseeq Investment Group**, which confirmed its partnership at the latest edition of Myplant & Garden in Milan. The group is one of the UAE's foremost landscape contractors, with a strong presence across the GCC. Its portfolio includes large-scale residential and public projects, and it is a leading importer/exporter of horticultural products through its own nurseries and garden centres.
- **Desert Group**, Gold Sponsor of the event, is a regional pioneer in integrated landscaping solutions. With over **6,000 completed projects** and a team of **5,000 professionals**, the company has delivered landmark developments including **Jumeirah Golf Estates, Dubai Hills, Al Ruwaya Golf Course, and The Oberoi Beach Resort Al Zorah**.
- **Planters Group**, the largest full-service landscape design company in the Gulf, specialises in both exterior and interior green environments. Its prestigious client list includes **Apple, Emaar, Grand Hyatt, and Emirates**, and its expertise ranges from vertical gardens to bespoke plant installations.

### **Myplant & Garden Middle East: The Full Scope of the Green Industry**

Myplant & Garden Middle East is conceived to represent the complete horticultural value chain — from nurseries and plant production to smart irrigation, sustainable urban design, logistics, and the maintenance of sports and public green spaces.

The six exhibition sectors highlight:

- **Urban and landscape design**
- **Plant nurseries and floriculture**
- **Containers, pots, and furnishings**
- **Greenhouse and irrigation technologies**
- **Floral art and installations**
- **Support services and digital platforms**

## **UAE: Leading the Region's Green Renaissance**

In cities like **Dubai**, **Abu Dhabi** and **Sharjah**, green infrastructure has become a cornerstone of future city planning. Driven by national visions and climate strategies such as **Net Zero 2050**, these efforts aim to improve urban resilience, promote biodiversity, and enhance liveability.

For example:

- **Abu Dhabi's "Sustainable Communities"** initiative mandates greening in residential developments.
- **Dubai Urban Master Plan 2040** includes a **105% expansion of green and public spaces**.
- **Dubai South**, a **145 km<sup>2</sup> development**, incorporates green corridors linking parks, housing, and workplaces.
- **Masdar City** and **Expo City Dubai** stand as international models for sustainable urbanism.

Green principles are also becoming essential in the **hospitality sector**, with leading brands such as **Jumeirah Group**, **Emaar Hospitality** and **Kerzner International** integrating landscaping and nature-based solutions as core design elements — from eco-**lodges** in the Rub' al Khali desert to **wellness resorts** on **Saadiyat Island**.

## **A Strategic Platform for the Future**

*"Myplant & Garden Middle East aims to become the premier event for the ornamental horticulture industry in the region," says **Valeria Randazzo**, CEO of Myplant & Garden. "The increasing participation of industry leaders and the keen interest from Gulf countries reflect the urgency and relevance of a sustainable development agenda. Our mission is to create a hub for innovation, collaboration, and meaningful change — a true catalyst for the Green Renaissance unfolding across the Middle East."*

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### **Myplant & Garden Middle East**

Dubai Exhibition Centre, Dubai-UAE | 15-16-17 November 2025 | cadence: annual | head office VGroup (IEG Group), Milan (IT), Tel. (+39) 02.6889080 – [info@myplantgardenme.com](mailto:info@myplantgardenme.com) | [www.myplantgardenme.com](http://www.myplantgardenme.com)

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### **Myplant & Garden Middle East**

Myplant & Garden Middle East is the only event dedicated to the ornamental green supply chains in the Middle East, and the first Italian green fair in Dubai.