

## **Myplant & Garden – International Green Expo February 19-21, 2025, Milan-IT**

**Myplant returns to the trade fair: 55,000 sqm dedicated to horticulture.**

**Over 800 brands at the event: "It will be a 'Big Bang' in green."**

Internationality, research, markets: "Myplant at the center of industry innovation."

Italy as a climate hotspot: "Trees are the future of our cities."

Markets: the 1<sup>st</sup> Report on Italian horticulture presented at the fair, "The country's green engine."

*Milan (IT), February 12, 2025 – "It will be a Big Green Bang: an explosion of nature, vitality, proposals, colors, and innovation."* The 9th edition of **Myplant & Garden**, the International Green Expo (Fiera Milano Rho, February 19-21, 2025), has been unveiled as one of the most important professional events in the world for the horticulture industry.

**An even bigger edition**, with **55,000 sqm** (+5,000 sqm) spread across four halls: an impressive space covering 5.5 hectares, equivalent to eight football fields or 211 tennis courts.

**More than 800 exhibiting brands** (22% from abroad, mainly from the Netherlands, Germany, Denmark, France, and Spain, with floral companies from **Ecuador** and **Kenya** attending for the first time), dozens of partner associations, **200** buyer delegations, and over **125** accredited foreign companies from **45** strategic countries across five continents. Additionally, there will be **70** conferences and special initiatives and **150** journalists already accredited. These are the initial figures for the event, just days before it opens.

A gigantic, luxurious super-garden filled with innovations, products, and solutions for **nine key industry sectors**: nurseries, flowers, decoration, machinery, technology, pots, services, architecture and construction, and outdoor furniture. Additionally, outdoor areas will be dedicated to barbecues and lumberjacks.

Over 20,000 **professionals** and hundreds of **buyers** and international delegations from the Middle East (continuously increasing), Europe (mainly Germany, Spain, Bulgaria, Romania, and France), North America, and China are expected. This underscores Myplant's central role in global markets and the excellence of 'Made in Italy' products worldwide. Attendees include industry operators, landscapers, real estate developers, retailers, purchasing managers, sports managers, hospitality structures, technicians and municipalities, major event organizers, and import/export companies.

The Mediterranean product and 'Made in Italy' style are highly appreciated globally. This is evidenced by the launch of **Myplant Middle East**, which will take place in **Dubai** from **November 15-17, 2025**. For the first time, an Italian trade fair will organize **the first and only** industry event in the lucrative and promising Middle Eastern market. This is a clear and powerful demonstration of Myplant's international standing.

## The Market

**After confirming a record production value of €3.1 billion in 2023, 'Made in Italy' horticulture is expected to surpass €3.2 billion in 2024—the highest figure ever recorded.**

Based on 2024 projections, this represents a 3.5% increase from the previous year and a 30.8% rise over the past decade.

**Italian exports** are also showing promising figures, exceeding €1 billion in the first nine months of 2024 (+5.1% compared to the same period in 2023). However, while the **trade balance** recorded a surplus of over €390 million, **imports** also rose significantly, reaching €618 million (compared to €471 million in 2023 and €459 million in 2022 for the same period).

The **main buyers** of Italian horticultural products worldwide are:

France (19.7% of Italian exports in the first nine months of 2024)

Netherlands (17.0%)

Germany (16.4%)

Switzerland (5.0%)

United Kingdom (3.7%)

The **main suppliers** to Italy are:

Netherlands (72.0% of total imports in the first nine months of 2024)

France (7.2%)

Spain (6.2%)

Germany (3.5%)

Greece (2.6%)

To provide a comprehensive analysis of the sector, including company and consumer perspectives, the **first Report on Italian Horticulture** will be presented at the fair's opening. This report, promoted by Coldiretti, Assoflora, and Myplant, is developed in collaboration with the Divulga Research Center and the Ixé Institute.

Italian horticulture, with 17,000 companies and over 45,000 hectares of dedicated land, is a crucial industry for the Italian economy, citizen well-being, and **ecosystem balance**.

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## Italy as a Climate Hotspot: "Greenery is the Future of Our Cities"

The horticulture industry is vital for the economy, health, and environment. It helps reduce indoor and outdoor air pollution, mitigate urban temperatures (reducing mortality linked to rising temperatures), improve rainwater management, stabilize soil, lower flood risks, preserve ecosystems, and promote biodiversity.

Italy is a "climate hotspot," meaning temperatures are rising at twice the global average. Expanding green spaces in cities is essential to combat heat waves, smog, and extreme climate events. Italian cities are experiencing increasingly long and hot summers, with a notable rise in "tropical nights." Economic damages from extreme climate fluctuations have surged, making Italy the European country with the highest losses and costs. A well-managed territory could significantly mitigate these effects, and horticulture plays a decisive role in climate adaptation and mitigation strategies, **leveraging new technologies**.

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## Innovation and Sustainability with MyplanTech

The horticulture industry is increasingly embracing sustainable innovation, digitalization, and data management efficiency. This will be showcased at **MyplanTech**, highlighting the latest advancements and innovations from various companies.

In cultivation, agriculture 4.0 is making strides. According to the Smart Agrifood Observatory of Politecnico di Milano, in 2023, high-tech crops accounted for 9% of the total, generating a turnover of €2.5 billion (+19% compared to 2022).

Aquaponics, circularity, water and energy conservation, robotics, photovoltaics, AI sensors, eco-friendly substrates and fertilizers, digitalization, soil mapping, monitoring and lighting systems, pavements, and vertical farming are just some of the innovations at the fair.

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## Conferences

Over 60 scheduled meetings will bring together leading industry associations, regulatory bodies, institutional organizations, federations, public administrations, and research institutions. Topics will include markets, sustainability, biodiversity, architecture, innovative materials, urban greenery, innovation, regulations, sports, therapeutic gardens, and more. The dedicated Sports Greenery Area will feature top industry representatives, including FIGC, ISCS, Federcalcio Servizi, LND Impianti, FIDAL, FITP, FIR, FIG, AITG, CONI Lombardia, and CSI.

On Friday, February 21, the winner of the 6th edition of the creative competition "A Space for Life" will be announced. The contest focuses on revitalizing a green area at Niguarda Hospital in Milan, adjacent to the Spinal Unit.

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## Events

A grand and comprehensive trend book for the green world, Myplant is a source of inspiration, trends, innovations, and visions, featuring runways, photoshoots, scenographies, and workshops led by international florists, designers, and creatives.

Key highlights include decorative trends for interiors and ceremonies, with special attention to weddings, and the Décor District—the largest international floral composition arena. Other features include botanical architecture displays, workshops, and live demonstrations of tree climbing, arboriculture, and motor gardening.

### Myplant & Garden – International Green Expo

Fiera Milano–Rho | February 19-21, 2025 | annual event | professional visitors | organized by: V Group (IEG Group),  
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### Myplant & Garden – International Green Expo

Myplant & Garden is the most important professional event in Italy for horticulture, floriculture, landscaping, garden, and sportsgrounds sectors. It serves as the absolute reference for the Italian market and a key player in international markets, promoting the culture of greenery, the circular economy, environmental protection, and green design.