

## **Myplant & Garden 2025: a record-breaking edition!**

**High participation, new international perspectives,  
and an extraordinary offering.**

**Focus on markets and industry dossiers in the green sector.**

Upcoming events:

November 15-17, 2025, in Dubai with Myplant Middle East

February 18-20, 2026, in Milan with the 10th edition of Myplant

*Milan (IT), February 24, 2025* – Myplant & Garden 2025 concluded with extraordinary success, solidifying its position among the leading international events for the green sector. The fair set new records, exceeding 800 exhibitors and approaching 27,000 attendees in the halls. Once again, Myplant provided high-level insights and content across all involved sectors, creating a vast ecosystem of privileged dialogue among research, markets, innovation, technology, tradition, quality, materials, environment, and development, while presenting new stimuli for the future of the entire horticultural and floricultural industry, crossing gardening, urban development, sports fields and facilities, new floral trends, landscaping, and the creation and maintenance of public and private green spaces.

*“We had promised an explosion of nature, innovation, proposals, and vitality: a Big Bang painted green with many multicolored shades,”* said Valeria Randazzo, Exhibition Manager of Myplant. *“We are fully satisfied, the results speak for themselves: the numbers, the comments, the atmosphere in the halls, the commercial, institutional, and cultural feedback are remarkable. The first registrations for Myplant Middle East have already been recorded.”*

### **Record-breaking numbers and a high-quality audience**

The 2025 edition exceeded expectations, with **810 exhibitor brands** (+50 compared to the previous edition), an exhibition area of **55,000 sqm** (+5,000), and nearly 27,000 visitors (nearly 25,000 in 2024) from around the world. The event saw significant growth in international attendance, consolidating its position as a strategic platform for business and global networking.

These are the key takeaways from the ninth edition of Myplant & Garden, Italy’s most important international trade fair dedicated to professionals in horticulture, gardening, landscaping, and sportsgrounds.

Lombardy, Veneto, Tuscany, and the Netherlands topped the ranking of exhibitor origins, increasing by 50 units and well-distributed across nine macro exhibition sectors (pots, nurseries, technology, services, machinery, flowers, decoration, sports & landscape, garden furniture) within 55,000 sqm of exhibition space, including outdoor areas bustling with barbecue show cooking, tree climbing workshops, and lumberjack demonstrations.

**Two hundred official delegations participated in the *Buyers Program***, coming from 45 countries across five continents. The largest buyer delegations hailed from Europe (both EU and non-EU), primarily Germany, Spain, Romania, and France, as well as the **Middle East**, with a significant increase in official delegates from the UAE, Qatar, Saudi Arabia, and Kuwait.

This was a strong signal Myplant aimed at the markets, in anticipation of the first edition of **Myplant & Garden Middle East**, which will take place at the Dubai Exhibition Centre (November 15-17, 2025), the heart of the Expo Dubai area. Organized in collaboration with IEG Middle East and strongly backed by the Myplant Consortium, **Myplant Middle East will be the first Italian green sector fair in Dubai and the only event dedicated to the ornamental green supply chains in the Middle East.**

Encouraging signals also came from buyers from Asia (led by China), America, Oceania, and Africa, along with **125 foreign companies officially pre-accredited** at the fair. Among the most represented activities were comprehensive trade in garden products, garden centers, landscape design and maintenance, construction, Real Estate and land development, cut flowers and decoration, purchasing centers, large-scale distribution (GDS), DIY stores, nurseries, plant care, protection and nutrition, machinery, horticulture, parks, botanical gardens, and Public Administration for public green spaces from Europe and the Middle East.

### **Markets: Made in Italy's record growth and international challenges**

At the opening of the fair, the **1st National Report on the Floriculture Sector** – promoted by Coldiretti, Assofloro, and Myplant, and conducted in collaboration with Centro Studi Divulga and Istituto Ixé – was presented, confirming another **historic milestone for Italian production**. In **2024, the sector reached a production value of €3.3 billion**, marking the highest value ever, with a 3.5% increase from the previous year and a 30.8% growth over the past decade.

**Exports** played a key role in this growth, closing the year at **€1.3 billion**, primarily to France, the Netherlands, Germany, Switzerland, and the UK. This confirmed the high quality of Italian production, a distinguishing factor recognized worldwide. Italy ranks as the second-largest European exporter and the third-largest global exporter.

Despite its economic importance, the sector faces international challenges, including climate fluctuations (65% of businesses reported being affected by extreme weather events in the past three years) and rising production and transportation costs (+83% for energy, +45% for fertilizers, +29% for seeds and seedlings since 2020). Additionally, unfair competition from low-cost imports that do not adhere to the same phytosanitary (75% of the companies surveyed in the **Report** have been affected by a phytopathology in the past three years; the spread of *new* phytopathology is a problem reported by 36% of the companies), environmental, and labor standards remains a concern.

The sector's impact extends beyond economics; it also contributes to social well-being. The benefits of green spaces on health and quality of life were highlighted in various conferences featuring scientists, researchers, journalists, and top institutional representatives.

A "green thread" ran through many of the discussions, spanning topics from sports to urban planning, biodiversity to certifications.

Green means health, and "*the potential of green capital in addressing environmental, health, and social issues is enormous*," say from Myplant. Every euro invested in public greenery appreciates in value and accumulates benefits through ecosystem services. Green as a design material becomes a climate shield, an anti-pollution barrier, a driver of inclusion and

social security, a stronghold for environmental protection, a factor of territorial resilience and hydrogeological safety, and a guardian of biodiversity.

The economic impact — both direct and indirect, tangible and intangible — was clearly highlighted at the fair and emphasized by the national award *La Città per il Verde-City for Green*, the only Italian recognition awarded to municipal administrations, public entities, private institutions with public purposes, and volunteer associations that have excelled in the creation, enhancement, maintenance, and redevelopment of green spaces.

Likewise, the winning project of the *I Giardini di Myplant – Myplant Gardens* contest was announced, aimed at the redevelopment of a green and therapeutic area at the Niguarda Hospital in Milan, organized in collaboration with Fondazione Minoprio and AIAPP (Italian Landscape Architects Association).

Another key topic was the role of landscape architecture in urban and territorial regeneration processes with a green perspective. This was confirmed in the discussions held at the *Landscape Area*, curated by Sabina Antonini—En Scape network, where leading international landscape professionals, businesses, and experts gathered to discuss biodiversity, urban regeneration, urban green lighting, new urban developments, innovative materials, and the digitalization of design processes.

### **A Giant Showcase of Innovation**

Myplant 2025 was a fair rich in every exhibition area across its 5.5-hectare space. A showcase dense with innovations, it presented the latest trends ready to shape the future of the sector.

**MyplanTech**, the showcase dedicated to sustainable innovation in the sector featured proposals such as aquaponics, circular economy models, water and energy savings, conscious use of natural resources, robotics, mechanics, photovoltaics, AI-driven sensors, eco-friendly substrates and fertilizers, digitalization, soil mapping, monitoring and lighting systems, permeable pavements, digital twin technology for trees, and vertical farming.

*“The event’s success demonstrates the industry’s commitment to innovation and environmental respect,”* said the organizers.

The selection of plant varieties was extraordinary in both breadth and depth. A quick tour of the pavilions was enough to spot curiosities, comebacks, and new variants in terms of shape, color, and adaptability to different environments and climates.

Hydroponic plants, herbaceous species, ornamental citrus, vegetables, shrubs, and flowers flooded Fiera Milano Rho, making it the richest, most vibrant, and most fragrant showcase of natural and botanical beauty. A mix of new proposals and ancient species, previews of trends, and products set to hit the market between spring 2025 and the end of the following year were interspersed with rare and unique offerings — from medieval olive trees to beetroot trees, from new rose varieties from Kenya and Ecuador to innovative primroses and cyclamens, from tree tomatoes to collections of cultivars (Aglaonema, Dracaena, Phormium, and Photinia, among others), as well as orange Japanese quince, lilac, limequat, orchids, Arcobal orange, Manettia, flowering Senecio, and much more.

Then came indoor seaweed, the Mangave® Praying Hands, gigantic bonsais, imperial and multicolored cacti, agaves with corn-like stalks, heat- and frost-resistant plants, super agapanthus, geraniums, roses, begonias, lisianthus, petunias, hibiscus in every shape and color, flowers in never-before-seen shades, multicolored and multi-flavored aromatic plants; varieties of delosperma, chrysanthemum, sansevieria, gerbera, iris, indoor aloe, domestic

terrariums and lampariums, melliferous plants to attract bees and butterflies in gardens, bird gardens, new solutions for sports turf, and much more.

### **Conferences and events**

Over 60 conferences took place, discussing horticulture, floriculture, landscaping, sports green, and urban planning. Key topics included market trends, sustainability, biodiversity, innovative materials, and digitalization, with participation from leading industry associations and institutions.

Myplant & Garden has confirmed its role as a reference point for trends in the decorative sector through a rich program of events, set designs, and workshops curated by international experts. Special attention was given to the *Wedding and Décor District*, the large arena for floral composition organized in collaboration with Marco Introini and Rudy Casati, as well as the captivating botanical architectures in Pavilion 8, enriched by contributions from other renowned global decoration schools. Among the most anticipated events was *the Garden Center New Trend*, dedicated to new exhibition and commercial concepts for retail stores, created in collaboration with visual designer Erica Cherubini and Laboratorio Verde.

*“We are proud to be recognized as ‘the event that honors Italian floriculture and beyond,’”* concluded Valeria Randazzo. *“We take our role as the sector’s reference point seriously and are excited for the next editions: Myplant & Garden Middle East in Dubai and the 10th edition in Milan, February 18-20, 2026.”*

#### **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](mailto:info@myplantgarden.com) | [www.myplantgarden.com](http://www.myplantgarden.com)

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#### **Myplant & Garden – International Green Expo**

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.