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Big Green Bang: Enter the Green Universe at Myplant & Garden 2025



Myplant & Garden, Italy's premier commercial ornamental horticulture event and an AIPH-approved International Horticultural Trade Show, returns to Fiera Milano Rho from February 19–21, 2025. This year's edition embodies the theme "Big Green Bang: Enter the Green Universe", reflecting the event's commitment to innovation, sustainability, and the transformative power of horticulture.

With the addition of a fourth hall (Hall 8), this trade fair introduces the groundbreaking Décor District and Wedding Flowers Pavilion.

Expanded Show Space Reflects Growing Success

The ninth edition of Myplant & Garden marks a milestone, expanding its footprint to 55,000m², up from 50,000m² in 2024. This growth underscores the event's success, with last year seeing a 15 per cent increase in exhibitors (762 total) and an eight per cent rise in attendees (25,000 total).

A Redesigned Exhibition Layout

Myplant & Garden offers a comprehensive showcase across its four halls:

- Halls 16 and 12: A vibrant array of young plants, bulbs, trees, shrubs, perennials, potted herbs, patio plants, bedding, and houseplants.

- Hall 20: High-quality garden furniture, landscaping equipment, machinery, and services.
- Hall 12: Innovative and sustainable products, including greenhouses, water management systems, soil-less cultivation, indoor farms, lighting solutions, and biocontrols.
- Hall 8: The Décor District, featuring freshly cut flowers, foliage, and home décor items, as well as the exciting Wedding Flowers Pavilion.

Spotlight on Wedding Flowers

The Wedding Flowers Pavilion is a collaboration between Myplant & Garden, *White Sposa* magazine, Floweracademy.it, Dini Holtrop, and AIPH Affiliate members MPS Certification, and Chrysal International. This initiative celebrates the artistry and sustainability of wedding floristry.

Attendees can enjoy spectacular floral displays, catwalks, and immersive wedding-themed settings. Industry operators—from growers to distributors, wedding planners, and venue managers—will connect during this segment, which also features an international conference on sustainably grown wedding flowers.

Garden Centre Trends: A Focus on Happy Wellness

The 8th edition of Garden Centre Trends takes centre stage with a larger and more international pavilion. Themed *Happy Wellness* explores the connection between health, well-being, and nature through sustainable gardening solutions and innovative ideas.

For ticket information and further details, visit myplantgarden.com.