

Myplant & Garden 2026 Marks a Decade of Growth as Global Trade Gathers in Milan



Strong visitor turnout fills the aisles at Myplant & Garden, as buyers and professionals engage with vibrant plant displays and retail concepts across the exhibition floor.

As the Milano-Cortina 2026 Winter Games capture global attention, Milan hosts another major international event just 10 kilometres away. At Fiera Milano Rho, Myplant & Garden 2026 marks its tenth edition, bringing together growers, suppliers and landscape professionals for three days of business, innovation and sector exchange.

Running from 18–20 February 2026, the fair spans 60,000 sqm across four halls, where around 800 exhibitors are meeting more than 200 international buyer delegations from 47 countries.



Exhibitors showcase bold tropical and structural plant selections, highlighting production quality and retail-ready presentation.

A €3.25 Billion Sector in Motion

In 2024, Italian horticultural production exceeded €3.25 billion, up 3.5% year-on-year and 23% over five years. Nursery production accounts for 54.5% of the total, with floriculture representing 45.5%, across 17,500 companies cultivating more than 45,000 hectares.

Central Italy leads production value, accounting for 39% of the total and is driven by Tuscany's dominance in nursery production. Northern regions account for 38%, while Southern Italy contributes 23%, with Sicily the leading production area in the South.

Italy remains a net exporter with a positive trade balance of €374 million and exports exceeding €1.2 billion. At the global level, flower and potted plant production is valued at €24.5 billion, with nursery production reaching €29 billion.



Buyers and professionals examine new plant varieties and display concepts across the exhibition floor at Myplant & Garden.

From Machinery to Landscape Innovation

The pavilion layout spans nine macro-sectors, from nurseries and flowers to machinery, decoration and technical services. Hall 20 is fully dedicated to engines and My Green Sports, reflecting investment in mechanisation and sports turf management.

My Landscape, My Decor and My Innovation spotlight sustainable design, technical inputs and emerging solutions shaping professional greenery.



Knowledge exchange meets commercial showcase as delegates attend a seminar within the exhibition space.

Greenery as Infrastructure

Branded as the “Green Olympics”, the exhibition positions greenery as infrastructure rather than ornament. Conference discussions focus on climate adaptation, plant health, urban cooling and resilient landscape planning.

Alongside commercial activity, the fair highlights therapeutic greenery and the social initiative “The Gardens of Myplant”.

Leadership on the International Stage

Among the speakers is AIPH President Leonardo Capitanio, who will address phytosanitary emergency management in public green spaces. As an Italian nursery entrepreneur, his perspective bridges strategic leadership and production realities.

Plants supplied by Vivai Capitanio have been installed at “Casa Lombardia”, the Games’ central hospitality hub — a visible reminder that professional ornamental growers contribute directly to the staging of global events.

At a moment when global sport dominates headlines, [Myplant & Garden](#)’s tenth edition demonstrates that horticulture, too, operates on an international stage — driven by resilience, export ambition and the pursuit of new partnerships.