

## **Myplant & Garden 2026 Marks a Decade of International Growth for the Green Sector**



As the Milano-Cortina 2026 Winter Games draw global audiences, Milan hosts another international event. At Fiera Milano Rho, Myplant & Garden 2026 brings together growers, suppliers, landscapers and technical professionals from around the world for three days of connection, innovation and commercial opportunity. Taking place from 18–20 February 2026, this tenth edition marks a decade of growth for Myplant & Garden as an AIPH-approved international trade platform serving the horticulture, landscaping and garden sectors.



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

## A Decade of Growth on an International Platform

**Held across 60,000 sqm and four fully occupied halls, the exhibition welcomes around 800 exhibitors and more than 200 international buyer delegations from 47 countries. This anniversary reflects the exhibition's expansion and the growing international reach of the Italian ornamental sector.**

## Strong Economic Foundations

**In 2024, Italian horticulture production exceeded €3.25 billion, rising 3.5% on 2023 and 23% over five years. Nursery production accounts for 54.5% and floriculture for 45.5%, across 17,500 companies cultivating over 45,000 hectares.**

**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 estimated at €29 billion.**



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

## Green Infrastructure in Focus

Presented as the “Green Olympics”, the exhibition takes place just 10 kilometres (6 miles) from the Winter Games venues. The theme highlights horticulture’s strategic contribution to urban resilience, public health and sustainable territorial development.

The conference programme addresses greenery as living infrastructure, focusing on climate adaptation, urban cooling, biodiversity and wellbeing. Research increasingly recognises urban vegetation as critical infrastructure that reduces temperatures, improves air quality and mitigates flooding. In 2025, Italy recorded over 370 adverse climate events, with losses estimated at €11.9 billion, reinforcing the urgency of resilient green planning.

## Innovation Across the Value Chain

The exhibition layout spans nine macro-sectors, including nurseries, flowers, landscape, machinery, decoration, technology and services. Hall 20 focuses on engines and My Green Sports. My Landscape, My Decor and My Innovation highlight sustainable design and technical advancement.

The programme also features therapeutic greenery and the charitable initiative “The Gardens of Myplant”.



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

## Leadership and International Engagement

Among the speakers, AIPH President Leonardo Capitanio will address the management of phytosanitary emergencies in public green spaces. As President of AIPH and an Italian ornamental nursery entrepreneur, he brings practical production insight to discussions on resilience and plant health strategies.

Plants supplied by Vivai Capitanio have also been installed at "Casa Lombardia", the official Olympic hub in central Milan, illustrating the broader role of professional ornamental producers in major international events.

AIPH Secretary General Tim Briercliffe is attending the exhibition and will meet with international exhibitors and sector representatives during the event.

He said: "International trade fairs such as Myplant & Garden demonstrate the strength and resilience of our industry. They provide essential spaces for collaboration, innovation and knowledge exchange, ensuring that horticulture continues to respond to global challenges while driving economic growth and environmental improvement."

Celebrating a decade of growth, [Myplant & Garden](#) continues to provide a meeting point for professionals shaping the future of horticulture.

As an AIPH-approved event, it contributes to the broader international exchange of expertise and innovation across the sector.