



19 February 2024

Discover a world of vibrant colours, fragrant aromas and natural beauty at Myplant&Garden



From February 21 to 23, the eighth edition of Myplant&Garden, one of the most important international green trade fairs, will offer an early taste of Spring. Over 20,000 operators from all continents are expected to attend this event, which will focus on innovation, sustainability, and creativity.



The Myplant fair will host 768 exhibitors, among which 21% are international. They will transform four pavilions of Fiera Milano-Rho (IT) into a maxi-park/garden of 50,000 square metres, which is equivalent to seven football fields or 185 tennis courts. The fair will showcase all the novelties of the floriculture sector for the upcoming season.

Visitors can expect to see various curiosities on display, such as the presentation of the 'Plant of the Future', lilliputian or gigantic olive trees, mammoth bonsai, imperial cacti, mini-agaves, salon algae, heat and frost-resistant plants, super agapanthus, geraniums, roses, begonias, orchids, lisianthus, petunias, hibiscus of every shape and colour, flowers with unprecedented colours, multicoloured and multi-taste herbs, new varieties of delosperma, chrysanthemum, sansevieria, gerbera, iris, apartment aloes, plug&play vertical gardens, the latest frontiers of technological innovation, recent discoveries for plant and soil nourishment, eco-furniture and accessories in natural materials, terrariums and apartment lampariums, honey-bearing plants to host bees and butterflies in the garden, bird gardens, domestic plant incubators, soilless cultivation, mini-biofactories, intelligent irrigation systems, cutting-edge machinery, new solutions for sports turf, and much more.

In addition, the event will feature workshops with world masters of floral decoration, multisport fields in partnership with FIGC, UEFA, and other organizations, tree loggers, gardening demonstrations, themed flower-fashion runways for weddings, and many artistic-botanical installations, shows, and floral-themed settings. Visitors can also witness show-cooking with barbecue chefs.

Myplant will host Myplantech, a zone that identifies the products and innovative solutions that are shaping the future of the sector, including digital twins of trees, tree equity, hi-tech greenhouses, water and energy saving, circularity, recycling, soilless cultivation, mini-biofactories, and new varieties of plants and flowers.

MyPlant&Garden is an AIPH-approved International Horticultural Trade Show. For more information, visit www.myplantgarden.com/