

AIPH Leadership Engages at Myplant & Garden 2026



Today marks the final day of Myplant & Garden 2026, the tenth edition of Italy's leading horticultural trade exhibition, held from 18–20 February at Fiera Milano Rho.

AIPH Secretary General Tim Briercliffe attended the opening day of Myplant & Garden. AIPH President Leonardo Capitanio was present throughout the event, both in his capacity as President and as an Italian ornamental nursery entrepreneur exhibiting at the fair.



Trade exhibitors at Myplant & Garden 2026 showcased a diverse range of plant varieties within immersive display environments.

Reflecting on the atmosphere at this anniversary edition, President Capitano described strong engagement across the halls.

“There was a very good feeling at the exhibition this year,” he said. “You could sense strong energy between exhibitors and visitors. Reaching a tenth edition with more than 800 exhibitors is a very positive achievement.”

President Capitano noted that the exhibition reflects the character and ambition of the national sector.

“It offers a clear picture of the Italian industry and how it positions itself within the global horticultural world.”

He also highlighted the clarity of the exhibition’s organisation.

“I appreciated the way the space was structured, with clearly defined areas for landscape professionals, plant producers, equipment and tools. Being organised across a single level makes it easy to navigate and move between sectors.”



Leonardo

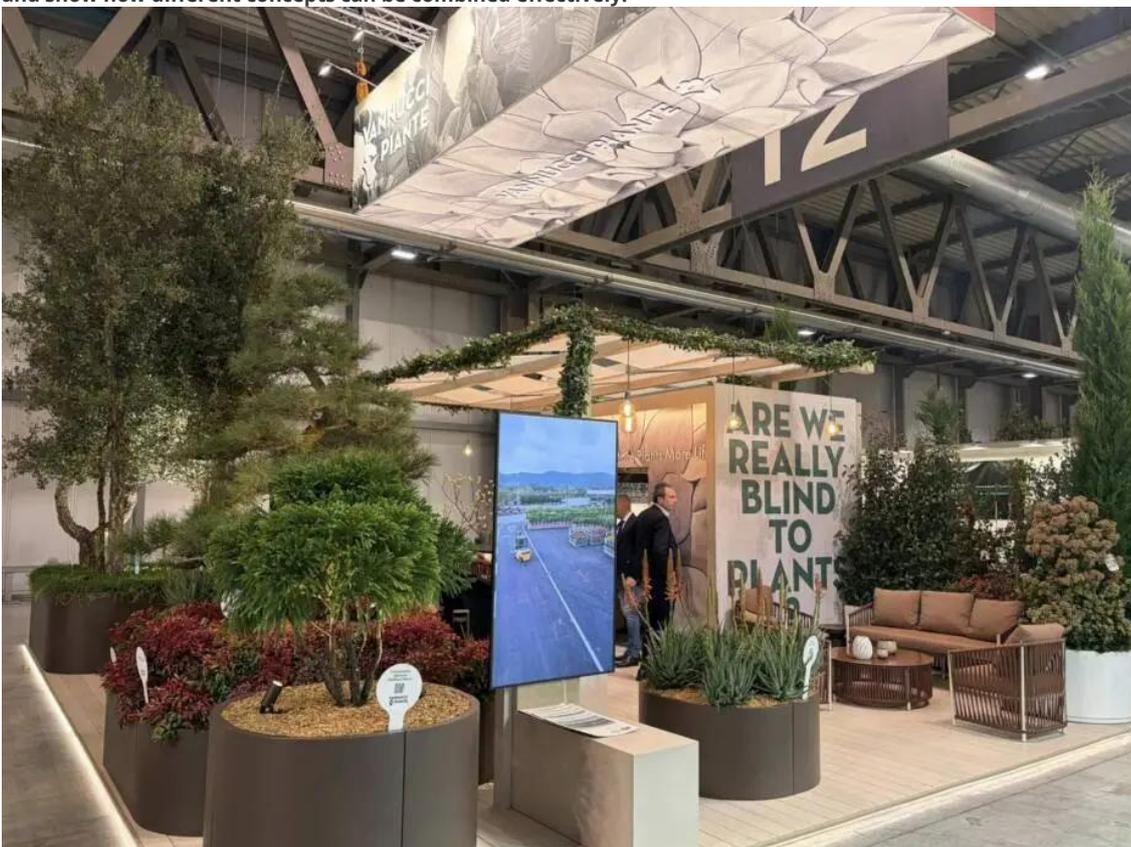
Capitanio participates in a panel discussion at Myplant & Garden 2026, contributing to dialogue on sector development and market trends.

In addition to exhibiting, President Capitanio participated in an industry discussion panel addressing the management of phytosanitary emergencies in public green spaces, a topic of increasing relevance as cities strengthen resilience strategies.

Secretary General Tim Briercliffe commented on the market climate visible at the show.

“The exhibition has a strong atmosphere this year, with good footfall and a real sense of optimism among exhibitors for the year ahead. There had been earlier concerns that the Winter Olympic Games taking place nearby might create travel pressures and higher accommodation costs, but the halls feel busy and engaged.”

He also highlighted the Green City area as a strength of this year’s programme, including conference sessions and demonstration gardens like Green City for Kids and Nature Green City. These showcase practical approaches to urban greening and show how different concepts can be combined effectively.



An exhibitor at Myplant & Garden 2026 posed the question "Are We Really Blind to Plants?"; highlighting the growing emphasis within the sector on recognising plants as essential elements of urban environments.

Italy's ornamental sector continues to demonstrate strong export momentum, with production value exceeding €3.25 billion and consolidating its position among the world's leading exporters of plants and flowers. Reflecting this strength, 20% of exhibitors at this year's event come from abroad, notably from the Netherlands, Spain, Denmark, Germany, and France, while more than 200 international buyer delegations from 47 countries are participating. Growing presence from the Middle East and Central Asia further underlines the event's expanding global reach.

Secretary General Briercliffe also observed that the wedding segment remains a significant part of the Italian market. The Wedding Flowers area demonstrated strong collaboration between growers and floral designers, including partnerships between Italian and Dutch producers, reflecting both international exchange and growing emphasis on sustainability standards within premium floral supply.



flowers on display at Myplant & Garden 2026, highlighting colour diversity and production quality within the Italian ornamental sector.

Reflecting more broadly on the role of trade exhibitions, he added: "Trade fairs remain an essential meeting point for our industry, even as participation becomes more costly and complex. When the content is strong and the sector sees value in coming together, there is still real energy and engagement."

As an AIPH-Approved Trade Exhibition, Myplant & Garden is recognised within the Association's global framework of professional horticultural events. In addition, as an AIPH Affiliate Member, it forms part of the wider international network supporting knowledge exchange and sector development across ornamental horticulture.