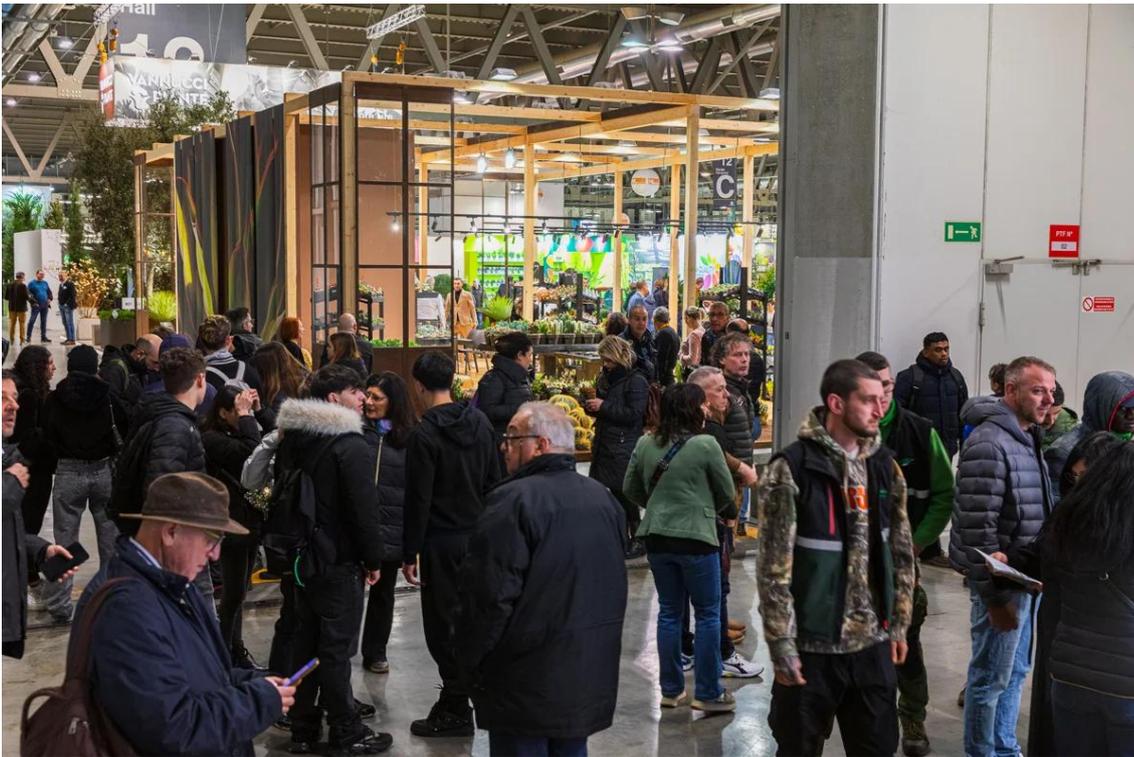


## Strong Buyer Engagement and Export Confidence at Myplant & Garden 2026



*Strong footfall and active stand-level discussions characterised Myplant & Garden 2026, where nearly 28,000 professionals gathered for three days of business and sector exchange in Milan. Myplant & Garden 2026 closed its tenth edition in Milan with nearly 28,000 professional entries and 800 exhibiting brands, confirming its importance within the European horticultural calendar.*

For growers and suppliers, the headline was clear: structured international access. More than 200 buyer delegations from 47 countries attended, with particularly strong representation from the Middle East, Central Asia and across Europe. Landscape contractors from Saudi Arabia and Jordan, institutional representatives from France and Monaco, and retail buyers from Austria, Switzerland and the United Kingdom reflected the breadth of commercial interest.

The exhibition's nine macro-sectors, spanning nursery production, machinery, decoration, landscape architecture and garden furniture, were arranged across interconnected halls on a single accessible level, facilitating efficient professional circulation. Outdoor areas hosted practical demonstrations for arborists and machinery specialists, reinforcing the operational focus.



*Professional buyers and growers engage in stand-level discussions across a diverse range of ornamental plant material.*

### Export Strength and Regulatory Debate

Italy's horticulture sector enters the season from a position of economic strength. **Production exceeded €3.25 billion in 2024, while exports surpassed €1.3 billion in 2025.** Discussions at the fair reflected both confidence and realism, with calls for reciprocity in trade, stricter phytosanitary controls and clarification of European packaging legislation. Globally, flower and potted plant production stands at €24.5 billion, with nursery production at €29 billion, according to data aligned with [AIPH Statistical Flowers & Plants Yearbook](#). The European Union horticulture sector alone represents €24.5 billion in production value.



*Commercial negotiations unfolded among flowering ornamental varieties, underlining the fair's role as a working marketplace.*

### Innovation, Mechanisation and Plant Trends

The machinery sector doubled its exhibition footprint, signalling increased investment in automation, robotics and climate-responsive systems. The MY Innovation route highlighted 35 companies presenting AI-enabled sensors, soil regeneration systems, water-saving technologies and next-generation biostimulants.

Plant material remained a core attraction. Indoor trends featured Ficus, Alocasia, Calathea, Maranta and variegated Monstera, alongside distinctive introductions such as Zamiaulcas 'Zorro' and Labisia 'Kura Kura'. Citrus collections, camellias in bloom, succulents with strong architectural form and centuries-old olive trees illustrated both retail potential and landscape scale.

Seasonal novelties, including pastel primroses, new freesias and Proteaceae, offered fresh direction for florists and garden retailers.



*The Green Boulevard installation combined mature specimens and design-led presentation, illustrating landscape-scale plant potential.*

## Community and Collaboration

Exhibition Manager Valeria Randazzo emphasised the fair's collaborative ethos. "It is a community, a big family. This tenth edition is a sincere thank you to those who continue to add bricks and help this building grow."

For professionals on the ground, [Myplant & Garden 2026](#) functioned as a marketplace, a policy forum and a trend barometer. The next edition returns to Milan from 24–26 February 2027, while [Myplant & Garden Middle East](#) takes place from 21–23 October 2026 in Dubai.