

# Myplant & Garden 2026 to Showcase Italy's Global Floriculture Strength



Italy's floriculture and nursery sector achieved record production of €3.25 billion in 2024, with exports valued at €1.62 billion (+6.3%). These results confirm Italy's position as the world's third-largest exporter of flowers and plants by value (*Source: Istat.*)

Set against this international success, Myplant & Garden, Italy's leading AIPH-approved trade show, will return to Fiera Milano-Rho from 18–20 February 2026 for its 10th edition.

Regional leaders in production included Tuscany (€1.014 billion), Liguria (€462 million) and Sicily (€313 million). Central Italy accounted for 39% of national output, closely followed by Northern Italy (38%).

Despite challenges such as climate fluctuations, energy costs and new plant diseases, Italy's industry continues to thrive. "Italy stands out for the quality of its offer, product innovation and its ability to tackle environmental and market challenges," says Valeria Randazzo, Exhibition Manager of Myplant & Garden.

With more than 20,000 companies and 45,000 hectares under cultivation, Italian floriculture remains a flagship of "Made in Italy," with 70% of its production destined for international markets, primarily within the EU.

The upcoming Myplant & Garden 2026 will once again provide a vital platform for international horticultural exchange, connecting growers, traders, suppliers and landscape professionals from across the globe.

Learn more about the event at [www.myplantgarden.com](https://www.myplantgarden.com)