

Italian trade fair

## Myplant & Garden gets a branch in Dubai



The Italian garden trade fair Myplant & Garden is getting a branch in Dubai. Myplant & Garden Middle East will take place from 15 to 17 November 2025 and cover nine product groups: Nurseries, flowers, decoration, machinery, technology, pots, services, landscaping and outdoor furniture. Myplant & Garden in Milan is organised by an association of Italian producers that are part of the V Group. Two years ago, the Italian Exhibition Group (IEG) took over the V Group, which has been working with show organiser Fiera Milano for 16 years. The garden centre supplier Organizzazione Orlandelli has been the chairman since 2022. The IEG subsidiary IEG Middle East is also a cooperation partner in the new garden trade fair in Dubai.