

## Myplant & Garden arrives in Dubai



(Telestock) – **Myplant & Garden** the most important trade fair for the floriculture sector, **double** and consolidates its international positioning with **Myplant & Garden Middle East** the first Italian B2B green fair in Dubai.

The new fair was made possible by the **close collaboration with IEG Middle East offices** a solid and consolidated presence in the Dubai trade fair panorama. The aim of the organizers is **intercept new commercial channels** and fit into a **market with growing potential**.

“IEG’s choice to look with ever greater attention to international markets finds further confirmation with this first edition of Myplant & Garden Middle Est, the first Italian B2B green fair to be held in Dubai, a market rich in potential for this sector”, explains **CEO Corrado Peraboni** adding “the choice of Dubai is in line with JGT Dubai (Jewellery, Gem & Technology) and Dubai Muscle Show, Dubai Active and Dubai Active Industry. The group’s strategy, which aims to increasingly position itself as a global player, is to create spin-offs of its most relevant events in the areas of greatest interest for the various products”.

“This year’s novelty at Myplant & Garden is the **increasingly ambitious goals**: 55,000 square meters of exhibition space and 800 exhibitors. The floriculture and landscape supply chain is always of great interest and its presence is constantly increasing. The Italian market is worth more than 3 billion euros and attention to the sector is constantly increasing because it is linked to many areas: social, well-being, health”, he stated **Valeria Randazzo** Exhibition Manager of Myplant & Garden.

“In view of the tenth edition of Myplant – the organizers say – we have decided to physically go to Dubai to show the quality of a high-level trade fair offer. **THE Gulf Cooperation Council Countries** – Saudi Arabia, Bahrain, United Arab Emirates, Kuwait, Oman, Qatar – in 2023 they have **imported about 390 million dollars** of plant material. Emirates, with 145 million, and Saudi Arabia, with 130 million, lead the ranking, and the sentiment is positive for the coming years”.

**Dubai’s Green Focus** it is part of a vision of **emirate strategic development** which has resulted in the valorisation and preservation of natural resources – the **eight protected areas** cover 31% of the territory – with the aim of protecting, restoring and promoting natural ecosystems through scientific research, monitoring and landscape protection initiatives. Furthermore, the **development of commercial and residential activities** towards desert areas and the **concentration of tourism** especially in the coastal area (Dubai is one of the most visited destinations in the world) they offer ample opportunities for the entry of floricultural production.

**The UAE’s flower and nursery import** in 2023 it settled at **\$145 million, constantly increase** compared to 79 in 2020 and 116 in 2022. The **Netherlands** I am the **first partner** commercial (over 28% of imports), **followed by the Kenya** (over 22%). Ecuador (over 8%) and China (7%) compete for the third step of the podium, far behind the first two countries. Colombia, Thailand, Spain, India, France and the United States close the top ten.

In this framework, the **“Made in Italy” product** – even though Italy is the third largest exporter in the world, with over 5% of the shares – it carves out a **still a marginal role** with exports to the Emirates estimated at just over one million dollars (equal to 0.8% of the Emirati floricultural imports). But Italy also

boasts **great penetration potential** also thanks to the strategic partnership signed between Italy and the Emirates in 2023, which opens up new collaborations in the circular economy and sustainable development, innovation and technologies 4.0, agritech and greentech, renewable energy and clean technologies, food safety, industry and technologies