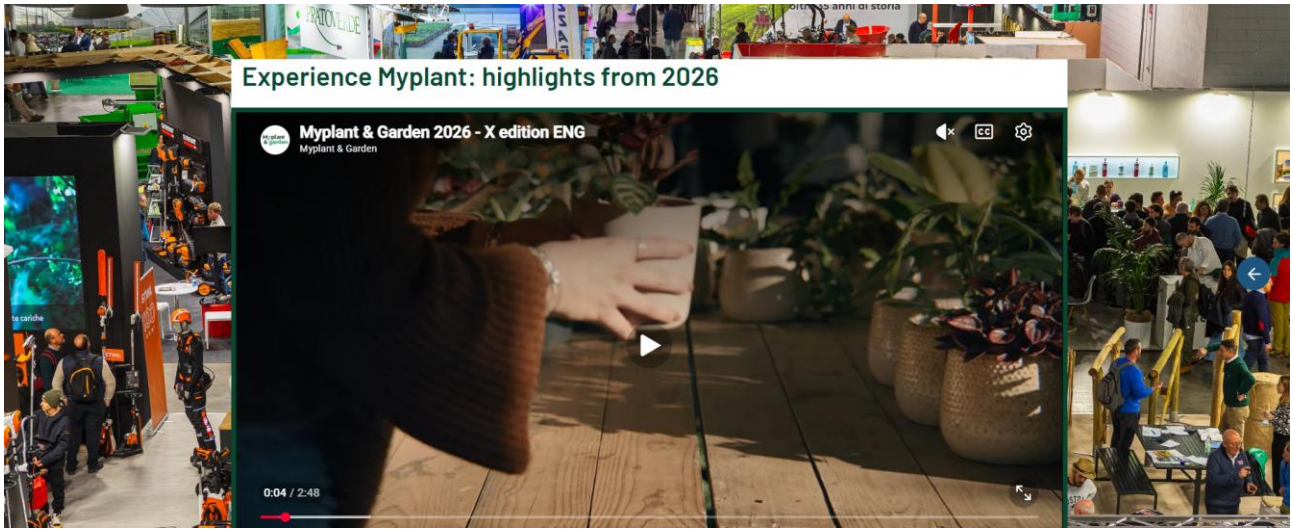
November 2026



More to discover in Milan

Myplant & Garden will return to **Fiera Milano–Rho on 17–19 February 2027** for its 11th edition, bringing its annual meeting of horticulture, garden and landscape professionals forward by a week.

Speaking to **fci** editor **Ron van der Ploeg**, exhibition manager **Valeria Randazzo** outlined an expanding offering for 2027. Alongside strong demand for machinery stands, she highlighted a new forestry project, growth in landscape design and materials, and greater participation from Dutch cut-flower breeders seeking connections with Italian producers.



Bringing breeders and growers together

Greater participation from Dutch cut-flower breeders is among the developments Randazzo highlights for the next edition. Following meetings in the Netherlands, Myplant's organisers are working to bring breeders to Milan to showcase their offerings and meet leading Italian producers.

"We have met many Dutch breeders directly in the Netherlands who will come to Myplant to exhibit and connect with some of Italy's largest producers," she told **fci**.

Randazzo sees a close relationship between these two parts of the industry, with the exhibition providing a meeting point for breeding expertise and commercial flower production.



Valeria Randazzo, exhibition manager of Myplant & Garden.

From machinery to urban forestry

Machinery, landscape design and forestry are among the areas developing for Myplant's next edition. Randazzo reported that the machinery section was already fully booked when she spoke to fci, reflecting strong exhibitor demand.

A new project will bring urban forestry and agroforestry into focus, while the landscape offering is expanding across design and materials.

Together, these developments reflect the exhibition's coverage of the horticultural supply chain, from production equipment and cultivation technology to the design and management of green spaces.



A platform to build on

Myplant's tenth edition in February 2026 brought 800 exhibiting brands to Milan across 60,000 m² of exhibition space, recording nearly 28,000 entries.

Its international reach included more than 200 buyer delegations from 47 countries. These included Saudi Arabia, the United Arab Emirates, Germany, Spain, China and France, with the organisers highlighting growing interest from the Middle East and Central Asia.

The MY Innovation route featured 35 selected companies across 12 sectors, with developments spanning water and energy savings, robotics, sensors, growing media and plant nutrition.

Be part of Myplant & Garden 2027



2026 in numbers

At the Fiera Milano–Rho
from 18–20 February

More than ...

800

... exhibiting companies were there.

Myplant recorded nearly ...

28.000

visitors over the three days, including ...

200

... buyers from ...

47

... countries.

Italy's growing production value

The next edition comes against a backdrop of rising Italian floriculture and nursery production value. According to Myplant's analysis of Italian National Institute of Statistics (ISTAT) data, the sector reached €3.52 billion in 2025, an increase of 8.1 per cent on the previous year.

Flowers and potted plants accounted for €1.64 billion, while nursery production contributed €1.88 billion. Tuscany remained the leading nursery production region, while Liguria accounted for around 30 per cent of national flower and pot-plant production.

Randazzo cautions that rising prices influence the figures. Beyond the headline growth, she points to competitiveness, innovation and access to international markets as key considerations for businesses.







Meet in Milan

Myplant & Garden's 11th edition takes place on 17–19 February 2027 at Fiera Milano–Rho, Italy.

Explore exhibiting and visiting opportunities, and follow the latest announcements as the February show approaches.

Plan your Myplant visit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& garden
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THE CORE
OF GREEN