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Verde Sportivo: Renewed partnership between Federcalcio Servizi and Myplant & Garden-International Green Expo

From 19-21 February 2025, the ninth edition of the b2b trade fair in the sector. At Coverciano, on 17 September, the event 'Verde sportivo e superfici di ultima generazione' will preview the contents of the next edition of Myplant



The partnership between Federcalcio Servizi and Myplant & Garden-International Green Expo, the leading b2b trade fair in the sector, scheduled from 19-21 February 2025, has been renewed. The Sports Green Pavilion therefore strengthens its prestige and can act as a focal point for all of the sectors' key players.

The entire exhibition area dedicated to the project will be recognisable and attractive, proving its central role in the Italian cultural and exhibition landscape, in line with the identity of the fair: the Verde Sportivo at Myplant is in fact the most important and accredited place to be for all operational levels of the relevant sectors, from project management to the management of facilities, from regulations to maintenance, to supplies.

Thanks to the prestigious partnership with Federcalcio Servizi, the fair is seen as the ideal place to discuss the latest news and the best practices for the creation and management of sporting facilities which are sustainable, safe and high-performance sports facilities.



“Sports facilities is one of the most talked about topics in the new sporting world, the growth of which is closely linked to a country’s capacity to develop modern and working structures. We have an outdated infrastructural heritage, and many of these facilities are unavailable” - declared Mauro Grimaldi, the Assistant Director of Federcalcio Servizi - “What we need is for all of the main players to sit down, to work together on a project together between local authorities, government and private entities for a more dynamic way of managing the project. We need to abide by regulation which inspires investment and involves all parties in this journey. Now is the time to start a sustainable project from

an environmental point of view, sharing the experiences and progress that research has made in the last few years. It will need a team effort where everyone is playing their part". "With Federcalcio Servizi" - says Valeria Randazzo, representative of Myplant - "we will open new doors into the future of the entire sporting sector, creating the best conditions for institutions, businesses and professionals to share their expertise and experiences responsibly and so they can draw out the new roadmap of Verde Sportivo Italiano". Acting as a cornerstone of the institutional and business relations in a sector crucial to the entire economy of the country, Myplant will focus on crucial themes for Verde Sportivo, from certifications to irrigation, from infrastructure to efficient energy, from the quality of surfaces and playing fields to technological innovation, correct maintenance, sustainability, attractiveness, safety, fertilisation to the challenges posed by climate change. All within a forward-looking perspective and an integrated and multi-professional approach which has the object of bringing together sporting institutions, agencies and stakeholders so that they can continue to work on current themes, including the continual importance of the entire infrastructure sector, in every aspect (economic, environmental, ethical and social)

On 17 September, at 12:15 CEST, at the Luigi Ridolfi Federal Technical Centre in Coverciano, the event titled 'Verde sportivo e superfici di ultima generazione' - in collaboration with Kulture Multimedia - will serve as a preview of the conference programme for the upcoming edition of Myplant.

The last edition of Myplant (February 2024) had 762 exhibitors (15% more than in 2023), 50,000 square meters of exhibition space (45,000 in 2023, meaning 10% more) and 25,000 attendees (8% more). This edition was an extraordinary success, demonstrating the increasing importance and ability to attract a growing and more qualified audience to the Fiera Milano Rho pavilions.