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Federcalcio Servizi and Myplant & Garden: partnership confirmed for My Green Sports project



The partnership between Federcalcio Servizi and the International Green Expo is strengthened. The 2027 edition, taking place from 17 to 19 February at Fiera Milano Rho, will focus on the green transition, energy efficiency and the safety of playing surfaces in sports facilities.

In the name of continuity and innovation, **Federcalcio Servizi** and **Myplant & Garden** have announced the renewal of their partnership for a fourth consecutive year. The collaboration has also been strengthened by the work of Kulture Multimedia, which has played an active role in establishing this agreement.

The special area within the **My Green Sports** fair dedicated to themes, products and the best solutions for green spaces in sports is once again confirmed as the leading hub for the future of sports facilities and playing surfaces in Italy, highlighting the

crucial role of infrastructure as a driving force for the development of the entire sporting movement.

The agreement takes the partnership into the event's eleventh edition, scheduled **from 17 to 19 February 2027 at Fiera Milano Rho**. The renewal builds on the outstanding results recorded during the 2026 edition, with the highest attendance ever for the section dedicated to sporting and technical green spaces. Particular attention was given to events with strong practical and scientific value, such as the 'Fattore Campo: impatto diretto su performance e risultati' conference. The event was organised in collaboration with Federcalcio Servizi and featured the active involvement of the Istituto per il Credito Sportivo e Culturale, Lega B, Lega Pro and AIAC, as well as case studies from clubs including Como 1907, Venezia F.C. and U.S. AlbinoLeffe and technical sessions by LND Impianti focused on artificial turf.

The continuity of this collaboration demonstrates the tangible value of a project that has transformed the fair into a true laboratory for ideas and practical solutions. For the next edition in February 2027, the scope of the discussions will expand further to address the sector's key challenges in an increasingly integrated way: from the green transition to energy efficiency, sustainable irrigation, the quality and safety of playing surfaces, and new certifications.

As in previous editions, every institutional workshop within the My Green Sports programme will be meticulously curated by **Kulture Multimedia**, ensuring a high standard of organisation and content in discussions.

"The confirmation of this partnership for a fourth consecutive year demonstrates the concrete results and effectiveness of the path we have taken," said **Mauro Grimaldi**, delegated councillor of Federcalcio Servizi. "The positive feedback and interest generated by direct discussions with clubs, institutions and technical experts confirm that integrated and sustainable management is the right way forward. A state-of-the-art sports facility must guarantee performance and safety, as it reduces its environmental impact and creates lasting value for communities and local areas."

"My Green Sports continues to grow and establish itself as an essential hub for the entire sector," added **Valeria Randazzo**, head of Myplant & Garden. "The success of the latest edition demonstrated how much operators and institutions are looking for a practical meeting point where nature, green innovation and technology can come together. Together with Federcalcio Servizi, at Fiera Milano Rho from 17 to 19 February 2027, we will further expand our scope, providing concrete answers to the sustainability and innovation needs of stadiums, sports centres and facilities at every level."

Ahead of the next edition, Myplant & Garden and Federcalcio Servizi are therefore renewing their appointment with all sector stakeholders, continuing to work together to shape the sport and facilities of the future.