



MYPLANT & GARDEN 2026: TEN YEARS IN BLOOM, SHAPING WHAT COMES NEXT

Bigger, more international, and richer in content as the industry gathers in Milan

Bigger, more international, and richer in content, Myplant & Garden is preparing to celebrate its tenth edition from 18 to 20 February 2026 at FieraMilano Rho. The event marks a major milestone for the fair and a new starting point shared with the global green community.

SCALING UP AFTER A RECORD YEAR

After a record-breaking 2025 edition with 810 exhibitors, 55,000m² of exhibition space, and nearly 27,000 visitors, Myplant & Garden will expand further in 2026, reaching 60,000m² across four fully occupied pavilions. Outdoor areas will also host live demonstrations in response to strong demand from exhibitors.

A DECADE OF GROWTH AND INTERNATIONAL RELEVANCE

Over the past ten years, Myplant & Garden has established itself as one of the leading international trade fairs for professionals in horticulture, floriculture, landscaping, and garden supply chains. The event brings together companies, operators,

experts, institutions, and associations from across Europe and beyond, creating a unique platform for innovation, professional exchange, and market development.

CONTENT THAT MIRRORS THE INDUSTRY'S CHALLENGES

The tenth edition will feature new thematic areas, exhibitions, technical seminars, training workshops, and live demonstrations, focusing on key challenges such as sustainability, circular economy, smart technologies, urban and sports green management, and new trends in garden design and floral decoration.

A REORGANISED LAYOUT ACROSS THE FULL VALUE CHAIN

The exhibition layout will be reorganised to represent the entire value chain: nurseries, flowers, furniture, containers, decoration, landscape architecture, services, technology, and machinery. Hall 20 will host the largest-ever showcase of engines and My Green Sports, including the new Italian Football Federation programme for training green

technicians. Landscaping will move to Hall 8 under the name My Landscape, connected via a boulevard to My Decor, one of the largest arenas ever seen, dedicated to flowers and decoration. Nursery production will remain in Halls 16 and 12, alongside the technical sector.

ANNIVERSARY HIGHLIGHTS AND INNOVATION FOCUS

The Garden Center New Trend area will celebrate the anniversary with “10 years of trends – the best of”, showcasing a decade of ideas, products, and visions that have shaped the market. My Innovation will highlight the most advanced and sustainable solutions through a dedicated innovation circuit.

LOOKING AHEAD FROM A STRONG FOUNDATION

“This tenth edition is both a milestone and a new beginning,” concludes Valeria Randazzo, Exhibition Manager. “Myplant continues to grow alongside the green industry, offering a privileged space to build relationships, create value and imagine the future.”