



Myplant & Garden, Italy's leading commercial ornamental horticulture event, returns to Fiera Milano Rho from February 19–21, 2025. This year's edition features the addition of a fourth hall (Hall 8), dedicated to the new Décor District and Wedding Flowers Pavilion. Highlighting the event is the participation of the Dutch–Italo Business Alliance, a landmark partnership blending Dutch and Italian horticultural expertise, promising a unique and enriching experience.

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The show's ninth edition is set to be a significant step forward, with a larger space of 55,000m² (up from 50,000m² in 2024). This growth is a testament to the event's success, which saw a 15 per cent increase in exhibitors (762 in total) and an eight per cent rise in attendees (25,000 in total) in 2024.

RETOOLED FLAT PLAN

Myplant & Garden is a true 'plant show', offering a diverse range of young plants, bulbs, trees, shrubs, perennials, potted herbs, patio plants, bedding, and houseplants.

These are prominently featured in Hall 16 and 12, showcasing the richness and diversity of the event. Hall 20 is a showcase of high-quality garden furniture, gardening and landscaping equipment, services, and machinery. In Hall 12, the focus is on innovative and sustainable products and solutions such as greenhouses, water management and energy-saving systems, soil-less cultivation systems, indoor farms, lighting devices, and biocontrols, demonstrating the event's commitment to value and innovation. The new Hall 8 will be among

MyPlant & Garden's top attractions, with its Décor District being the best place to find the full range of freshly cut flowers, cut foliage, and home décor items.

Growers, wholesalers, florists, and floristry suppliers will bring out their best, most exciting new flowers during the many floral design shows by a host of the 'floral and famous in floristry'.

WEDDING FLOWERS

Other highlights in Hall 8 include the Wedding Flowers Pavilion. Wedding Flowers is a Dutch–Italo business alliance between Myplant&Garden, wedding magazine *White Sposa*, training and consulting firm Floweracademy. it, flower arranger and flower shop Dini Holtrop, certification scheme MPS, and flower food and plant care product supplier Chrysal International.

The wedding theme will be celebrated through events, catwalks, and immersive settings. There will also be meetings with industry operators, from growers to distributors, wedding planners to venue managers, and an important international conference to discuss sustainably grown wedding flowers.

GARDEN CENTRE TRENDS

The 8th edition of the Garden Centre Trends feature area will be bigger and even more international. The purpose-built pavilion will evolve around the Happy Wellness theme, exploring the connection between well-being, health, and nature. Four thematic areas, each dedicated to specific plant families, will showcase sustainable gardening solutions and inspire attendees to reuse objects and engage with the natural world creatively. Garden Centre Trends will explore the latest gardening trends, from sustainability to technology, to discover how these innovations can improve retail performance. La Piazza will act as the pavilion's beating heart annexe business lounge and reception area.



Inside Myplant & Garden 2024.