

Almost time for an even bigger edition of Myplant & Garden 2025

Myplant & Garden 2025 promises an even bigger edition, with 55,000 sqm (+5,000 sqm) spread across four halls: a space covering 5.5 hectares, equivalent to eight football fields or 211 tennis courts.

More than 800 exhibiting brands (22% from abroad, mainly from the Netherlands, Germany, Denmark, France, and Spain, with floral companies from Ecuador and Kenya attending for the first time), dozens of partner associations, 200 buyer delegations, and over 125 accredited foreign companies from 45 strategic countries across five continents. Additionally, there will be 70 conferences and special initiatives, and 150 journalists already accredited. These are the initial figures for the event, just days before it opens.



Over 20,000 professionals and hundreds of buyers and international delegations from the Middle East (continuously increasing), Europe (mainly Germany, Spain, Bulgaria, Romania, and France), North America, and China are expected. This underscores Myplant's central role in global markets and the excellence of 'Made in Italy' products worldwide. Attendees include industry operators, landscapers, real estate developers, retailers, purchasing managers, sports managers, hospitality structures, technicians and municipalities, major event organizers, and import/export companies.

Myplant Middle East has also been announced, and it will take place in Dubai from the 15th to the 17th of November 2025.

The market

After confirming a record production value of €3.1 billion in 2023, 'Made in Italy' horticulture is expected to surpass €3.2 billion in 2024—the highest figure ever recorded. Based on 2024 projections, this represents a 3.5% increase from the previous year and a 30.8% rise over the past decade.



Italian exports are also showing promising figures, exceeding €1 billion in the first nine months of 2024 (+5.1% compared to the same period in 2023). However, while the trade balance recorded a surplus of over €390 million, imports also rose significantly, reaching €618 million (compared to €471 million in 2023 and €459 million in 2022 for the same period).

Italy as a climate hotspot

The horticulture industry is vital for the economy, health, and environment. It helps reduce indoor and outdoor air pollution, mitigate urban temperatures (reducing mortality linked to rising temperatures), improve rainwater management, stabilize soil, lower flood risks, preserve ecosystems, and promote biodiversity.

Italy is a "climate hotspot," meaning temperatures are rising at twice the global average. Expanding green spaces in cities is essential to combat heat waves, smog, and extreme climate events. Italian cities are experiencing increasingly long and hot summers, with a notable rise in "tropical nights." Economic damages from extreme climate fluctuations have surged, making Italy the European country with the highest losses and costs. A well-managed territory could significantly mitigate these effects, and horticulture plays a decisive role in climate adaptation and mitigation strategies, leveraging new technologies.

The horticulture industry is increasingly embracing sustainable innovation, digitalization, and data management efficiency. This will be showcased at MyplanTech, highlighting the latest advancements and innovations from various companies.

In cultivation, agriculture 4.0 is making strides. According to the Smart Agrifood Observatory of Politecnico di Milano, in 2023, high-tech crops accounted for 9% of the total, generating a turnover of €2.5 billion (+19% compared to 2022).



Conferences

Over 60 scheduled meetings will bring together leading industry associations, regulatory bodies, institutional organizations, federations, public administrations, and research institutions. Topics will include markets, sustainability, biodiversity, architecture, innovative materials, urban greenery, innovation, regulations, sports, therapeutic gardens, and more.

On Friday, February 21, the winner of the 6th edition of the creative competition "A Space for Life" will be announced. The contest focuses on revitalizing a green area at Niguarda Hospital in Milan, adjacent to the Spinal Unit.



Events

A grand and comprehensive trend book for the green world, Myplant is a source of inspiration, trends, innovations, and visions, featuring runways, photoshoots, scenographies, and workshops led by international florists, designers, and creatives.

Key highlights include decorative trends for interiors and ceremonies, with special attention to weddings, and the Décor District—the largest international floral composition arena. Other features include botanical architecture displays, workshops, and live demonstrations of tree climbing, arboriculture, and motor gardening.



For more information:

Myplant & Garden

myplantgarden.com

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