

45,000 sqm dedicated to the ingredients that make cities greener

Doors about to open to Myplant & Garden

“Cities have a green future”: this is the key message, according to Myplant & Garden, during the seventh edition of the International Green Expo.

From 22 to 24 February, Myplant will transform FieraMilano Rho into a huge, 45,000 sqm garden - the side of 6.5 soccer fields, or 170 tennis courts - where every single aspect of gardening is going to be presented. Solutions for homes, gardens - also therapeutical and inclusive - sports facilities, urban redevelopment, landscape, public areas, smart mobility, and green infrastructure.



According to the latest data shared by Myplant, in Italy, there are 17 million gardeners (there were 10 in 2012). Italian production of flowers and plants - which has international recognition - has started to grow again in 2021 (Tuscany, Liguria, Sicily, and Lombardy lead the country). Exports and sales grow as well.

The high cost of energy and of raw materials, however, have an impact on the industry. These problems require sustainable solutions, that involve innovation and digitalization. The trade fair presents new technology, apps, software, automated devices that monitor the health of plants, electric batteries, highly efficient greenhouses, and numerous other solutions that lead the investments in agricultural innovation, estimated at 1.5 billion euros in 2021 in Italy, and growing.



The horticulture industry contributes to contrast problems related to climate and the environment through urban forestation and the numerous benefits linked to the implementation of green spaces in urban contexts.

More plants help reduce pollution (between 7-24%), reduce heat (2-8 degrees Celsius), and reduce health issues and expenses. More plants help save energy, and add value to real estate. Each euro invested in public green areas increases its value to 400%.

The European Environmental Agency has estimated that over the last 40 years, Italy has lost 73 billion euros because of an incorrect management of the landscape and the subsequent occurrence of extreme weather conditions.

Gardening brings wellbeing and improves people's health. During the trade fair, there will be meetings on inclusive and therapeutical gardens, good garden management practices that are also objects of awards, meetings on urban forestation, job opportunities in the gardening industry, and a focus on sports (soccer, golf, and padel tennis).

Myplant also presents new trends in decoration, both for the home and for ceremonies, floristry workshops curated by international schools, and new varieties of plants and flowers.

The seventh edition of the International Green Expo presents 650 brands (22% from abroad), 140 buyers delegations from all over the world, and 180 registered journalists. Twenty thousand operators from around the world are expected.



For more information:

Myplant & Garden

myplantgarden.com