

## Busy start to Myplant & Garden in Milan

Myplant & Garden is on. This morning, Fiera Milano in Milan kicked off the ninth edition of this Italian trade fair, which continues to grow in international importance year after year. This edition is bigger than ever, with 55,000 sqm (+5,000 sqm) of exhibition space spread across four halls, solidifying its position as one of the most significant international trade fairs for the horticulture, gardening, and landscape industries in Italy. The event spans three days and will run until Friday, February 21.



And it has been a busy start with visitors (mainly Italians) checking out what the 800+ companies (22% from abroad, mainly from the Netherlands, Germany, Denmark, France, and Spain, with floral companies from Ecuador and Kenya attending for the first time) have on display. FloralDaily is also on-site, capturing its traditional photo report and gathering the latest news on the Italian market.



If you are visiting the fair today, don't forget to stop by and attend the presentation of the first edition of Myplant & Garden Middle East that will take place at 4:30 PM in Hall 20, Landscape Area (C09). This presentation introduces Myplant & Garden Middle East, the first Italian B2B green trade fair in Dubai. It is said to be the only trade fair dedicated to ornamental green supply chains in the Middle East. The event will be held at the Dubai Exhibition Centre, Dubai, UAE, from November 15 - 17, 2025.



Of course, more events will take place, namely 70 conferences and special initiatives. The number of visitors? Last year, the show welcomed 25,000 visitors and also this year, they expect to welcome 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.