

Myplant & Garden heading to Dubai

Myplant & Garden is expanding its international presence. The Italian trade event for professionals in the green industry has officially presented Myplant & Garden Middle East, the first Italian B2B green industry fair in Dubai.

The new fair is made in collaboration with IEG Middle East offices.

CEO Corrado Peraboni explains: "The choice of IEG to increasingly focus on international markets "is further confirmed with this first edition of Myplant & Garden Middle East, the first Italian B2B green trade show that will be held in Dubai. Our commitments abroad are growing, looking at non-European markets with greater potential, and Myplant & Garden Middle East is part of this strategic development plan."



Myplant & Garden Middle East will also be dedicated to the ornamental green industry supply chain, from production to landscape design.

The UAE's floricultural import in 2023 settled at \$145 million, increasing from \$79 million in 2020 to \$116 million in 2022. The Netherlands is the leading trade partner (>28% of imports), followed by Kenya (>22%). Ecuador (>8%) and China (7%) vie for third place, far behind the top two countries. Colombia, Thailand, Spain, India, France, and the United States complete the top ten, as stated by Myplant & Garden.

The commercial action coordinated with IEG Middle East includes the involvement of a selection of floricultural brands from Europe and beyond: the goal of the first edition is to involve around 70 companies and develop the exhibition across all 5,000 sqm of the available area. The 9 main exhibition sectors foresee the participation of entities active in the fields of nurseries, flowers, decoration, machinery, technology, pots, services, landscaping, and furnishings.

Scouting and incoming operations for buyers and operators will be organized in collaboration with international agencies. The target audience will include public clients, distribution chains, designers, real estate operators and developers, import-export managers, landscape designers, green space creators, and professionals in the hospitality industry. Myplant & Garden Middle East will also target operators in the Sportsgrounds sector, offering expertise in products and services for fields, facilities, and play areas: an opportunity for companies in the sector to present themselves in a region undergoing major development plans for outdoor sports and bordering Saudi Arabia, which will host the FIFA World Cup in 2034, building 15 new stadiums and implementing a plan for major urban and infrastructural projects.

Myplant & Garden Middle East will debut from November 15 to 17, 2025, simultaneously with the eighth edition of the Italian Cuisine Week in the World organized by the Italian Embassy in Abu Dhabi, in collaboration with the Italian Consulate General in Dubai and the ICE Office in Dubai.

The event will focus on the theme of the connection between wellness and taste, with a focus on environmental sustainability, sustainable cultivation technologies, and innovative agricultural practices: themes in synergy with the cultural and exhibition proposals of Myplant & Garden Middle East.



For more information:

Myplant & Garden

myplantgarden.com