

**Myplant & Garden, Italy, Milan**



The team of Van der Plas Italy



Dutch tulips in exotic vases



Wim Zandwijk of Muller Seeds with his interpreter. They have more than 5,000 varieties of seeds in their range and their market in Italy is increasing.



Scholte Orchids' cymbidium in the shared stand with Muller Seeds, on the GREENN's Dutch pavilion.



A trolley full of flowers at Pagano Flora's stand



Italian Ranunculus



Brian Krabben of Piet Vijverberg



Mastergrowers with Frank van der Meer and their Italian range which is sun-tolerant, an important factor in Italy.



Mike Rijnsburger of Stolk Brothers with his interpreter





Ricardo Looije and Ronald Vijverberg of Riza Growers. More on their new collective of six growers later on FloralDaily.



Stef Geertsema of Gebr. Valstar and the calathea collection



And another photo with his interpreter



Frank van Holst of Montana lisianthus and Eric Jansen of Future Flowers, both growers of Decorum with Warja Abrosimova.



As you can see, the vibes are high



Colourful and diverse range of flowers



Good conversations going on



Several Dutch growers supplied flowers for the 'Wedding' square.



Italy = flowers and cars



Wedding area



René Ratterman and Jacob-Jan van Laar of Van Nifterik



Pieter Mol and Mark van Dijk of Ludvig Svensson. They see a big market in Italy, and participate in the fair to catch up with growers.



Gianfranco of Schoneveld Breeding with Illusia



Mariangela Olivieri and Peter Koek of OZ-Hami



Julius from FM group visited the fair, and also with Nick Voskamp from SV.CO



Harold Burger of Ubink. Participating in the fair for the second time



Representatives of Duijn-Hove and Vreugdenhil Bulbs & Plants



At ozplants' stand where a part of their range for the Italian market was on display



Patrick Zuidegeest of Bestplant. They have been at the fair for several years and have many Italian customers



Jolanda van der Lugt of Lugt Lisianthus



John from Flower Circus was also participating with a stand



Through the gates, one entered the world of Oasis and Floralife



Filippo Faccioli of Myplant & Garden with Deborah Ghione of NIRP. They talked about how more and more cut flowers, including from Kenya and Ecuador, are being on display at the fair.



And also the Kenyan roses



There were also several exhibitors showing opportunities for Vertical Farming



And of course Italy is the land of citrus



Adriano Gobetti and Andrea Lazzeri of Lazzeri with their poinsettias



With which they won an award in the Netherlands last year



Leonardo in all kinds of colours



Conversations ongoing at Voltz Horticulture



Rick van Vliet of Levoplant notes the positive atmosphere at Myplant & Garden





The Garden Center New Trend featured the garden centre of the future



With a peaceful look



Alessandro Gambin and colleague of Gambin Fiori



There were many visitors at the shows of Hanneke Frankema and Vincenzo Antonuccio



Here, they also talked about the World Cup Floral Art that will be taking place in The Hague at the end of August



A lot of interest for the floral designs



A bicycle full of anthuriums



Gerberas



Ready for Easter



And again for Christmas



The men of Elho and their range of plant pots



Caroline Haakman of Barendsen, where Lego was on display alongside real flowers.



Vincent Schouten of Jacaranda with their 'trendy home decorations'



Kees Kapiteijn, account manager for Italy at Kapiteyn



In the stand of Landgard



Christine and Agnes of Proven Winners



Talks ongoing at Syngenta



at the Erba stand



The Pharma Puglia team



And there were also lots of cacti and succulents at the fair



The team in the stand of Javo, Constantini Cuoghi and Lucchini



With country music playing in the background, you briefly imagined yourself in the Wild West in Cactiland's booth



And it smelled delicious in some of the stands



PD Plants' stand



The ladies of l' Ortofrutticola



They also have edible flowers in the range



Modiform



Chippendale garden rose by Rosen Tantau



The shared stand of Floramiata and Barile



Sentier's team



Henning Bruns and Stefan Marchetti of Poppelmann Teku



They focus on sustainability and recyclable materials that can be used multiple times.



Alexander Eugen, Sabina Salvan and Stefano Concina of Lubing with their two machines



Conversations in Da Ros's booth



Samantha Morselli of Europrogress, an Italian greenhouse builder.



Mathilde from Soparco with one of their new pots



The team at Norcom, a distributor of Jiffy, Valoya, c-led, Terra Biotech, Floranova, Spid trays and Sativa biodynamic seeds in Italy.



Lots of citrus in Organizzazione Orlandelli's stand



And crowds at Orto Mio's stand



Padana too was busy and there were many conversations going on



It's 5 o'clock somewhere ;)



Richard Venema of Plant World with part of their assortment





A popular variety



And the difference between the traditional Tradescantia and a newer, popular purple variety



In the stand of Floragard



View over one of the halls



Giorgio Tesi Group's stand where much attention went to the unusual shapes



Crowds at the Manna Italia stand



Miriam Kolen and her Italian colleague from Desch, they were part of GREENN pavilion for the first time



GREENN team toasts new partnership with Myplant & Garden Middle East, taking place from November 15-17, 2025. See here for more information on this exhibition: <https://myplantgardenme.com/>



Robert Wagemakers and Michel de Rijke of Hamiplant



And the colourful plant mix



Guy Schertzer and Laurent Mossan of Morel with Cyclamen and Helleborus from the range



Morel's cyclamen



Busy at the Flora Toscana's stand



Where among other things these pot proteas were on display



Justin van der Putten of DryGair brings some 'Latin love' to Italy



Well, why not bring a shopping cart?



The team at Hawita, a producer of substrates, among others



Hawita's stand



Garden Girls' stand, which also featured Opti-Flor



The ladies of Zunino Cactus



Where FlexiFlora was also in the picture



And Addenda was also featured at the fair



The team at Selecta One is expanding its range of hydrangeas, making them an increasingly important group of their collection.



The men of Richel Group



Succulents Unlimited's succulents are sold in Italy via Lindhout

Ornata



'International' visitors Robbert Uittenbogaard and Jos Beelen of JUB

Holland also visited the fair.



And more succulents, an important market in Italy



Our reporter spotted her name! Almost ;)



Extraordinary floral artworks on display on the catwalk



Which attracted a lot of attention and interest



Vincenzo Antonuccio



Each stand looks different