

Photo report: Myplant & Garden

Last week marked the ninth edition of Myplant & Garden, which has grown into one of Italy's largest B2B horticultural trade fairs. Year after year, it continues to expand. This year, the fair saw increases in size, exhibitors, and visitors compared to last year, with FloralDaily on site to capture our traditional photo report.

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Record breaking edition

At Fiera Rho Milano in Milan, more than 800 companies—50 more than last year—showcased their products across 55,000 m² of exhibition space (+5,000 m² compared to last year). Most exhibitors were from Lombardy, Veneto, Tuscany, and the Netherlands. The trade show welcome nearly 27,000, which is about 2,000 more than the previous year.

Also this year, Myplant provided key insights across sectors. "We had promised an explosion of nature, innovation, proposals, and vitality: a Big Bang painted green with many multicolored shades," said Valeria Randazzo, Exhibition Manager of Myplant. "We are fully satisfied, the results speak for themselves: the numbers, the comments, the atmosphere in the halls, the commercial, institutional, and cultural feedback are remarkable. The first registrations for Myplant Middle East have already been recorded."

More and more flowers

What originally started as a trade fair for the green sector has now evolved into an exhibition showcasing both plants and flowers. There were a lot of stands from growers and exporters of cut flowers, including Italian ranunculus and Dutch tulips. For the first time, roses from Kenya and Ecuador were also on display. The fair attracted many professionals from the floral industry, including numerous bridal florists, who were excited to see the flower shows where top florists demonstrated their skills.

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Made in Italy's record growth and international challenges

At the opening of the fair, the 1st National Report on the Floriculture Sector – promoted by Coldiretti, Assofloro, and Myplant, and conducted in collaboration with Centro Studi Divulga and Istituto Ixé – was presented, confirming another historic milestone for Italian production. In 2024, the sector reached a production value of €3.3 billion, marking the highest value ever, with a 3.5% increase from the previous year and a 30.8% growth over the past decade.

Exports played a key role in this growth, closing the year at €1.3 billion, primarily to France, the Netherlands, Germany, Switzerland, and the UK. This confirmed the high quality of Italian production, a distinguishing factor recognized worldwide. Italy ranks as the second-largest European exporter and the third-largest global exporter.

Despite its economic importance, the sector faces international challenges, including climate fluctuations (65% of businesses reported being affected by extreme weather events in the past three years) and rising production and transportation costs (+83% for energy, +45% for fertilizers, +29% for seeds and seedlings since 2020). Additionally, unfair competition from low-cost imports that do not adhere to the same phytosanitary (75% of the companies surveyed in the report have been affected by a phytopathology in the past three years; the spread of new phytopathology is a problem reported by 36% of the companies), environmental, and labor standards remains a concern.

The sector's impact extends beyond economics; it also contributes to social well-being. The benefits of green spaces on health and quality of life were highlighted in various conferences featuring scientists, researchers, journalists, and top institutional representatives.

A "green thread" ran through many of the discussions, spanning topics from sports to urban planning, biodiversity to certifications.

Myplant & Garden Middle East

"We are proud to be recognized as 'the event that honors Italian floriculture and beyond,'" concluded Randazzo. "We take our role as the sector's reference point seriously and are excited for the next editions: Myplant & Garden Middle East in Dubai and the 10th edition in Milan, February 18-20, 2026."

[Myplant & Garden Middle East](#) will take place at the Dubai Exhibition Centre from November 15-17, 2025. This will be the first Italian green sector fair in Dubai and the only event dedicated to the ornamental green supply chains in the Middle East. And encouraging signals also came from buyers from Asia (led by China), America, Oceania, and Africa, along with 125 foreign companies officially pre-accredited at the fair."

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