

In case you missed it! Photo report Myplant & Garden 2024

The eighth edition of Myplant & Garden came to an end last week. Again it has been a [record-breaking show](#) and FloralDaily was there to learn more about the market and to make their traditional photo report, which [we published last Monday](#).

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During the show, the organization was already really pleased which is in line with their official statement. Valeria Randazzo, Exhibition Manager of the International Green Expo: "We are very satisfied. We have collected a lot of positive feedback, both from exhibitors and visitors. Quality of the exhibited offerings, high level of buyers, the value

of the discussed contents, the beauty of the whole, the abundance of opportunities for relationships and contacts, and the concreteness of business prospects are the key concepts of this edition."



Valeria Randazzo

The most important, profitable, and long-awaited fair for professionals in the horticulture floriculture-nursery, garden, landscape, and sports grounds sectors has surpassed itself. Which reaffirms its centrality for the industry's sectors. Also, its exhibition lineup and portfolio of contents are of the highest level.

More exhibitors

The ranking of exhibitors' areas of origin is led by Lombardy, Veneto, Tuscany, and the Netherlands. They increased by more than 100 units from the previous edition and were all well represented in the 9 exhibition macro-sectors (pots, nurseries, technology, services, machinery, flowers, decoration, sport & landscape, garden furniture) to present the novelties and innovations of the sector.

Buyers and buyer delegations from all over the world

Not only from Europe, but from all over the world, Myplant welcomed buyers and buyer delegations. Interesting to see is that the number of delegates from the Middle East from example continues to grow. Among the selected buyers are companies operating in the fields of landscaping, parks, nurseries, pots, machinery, maintenance, seeds and

nutrients, and cut flowers. As well as decision-makers from the major purchasing chains (Garden Centers, GD, DIY, Home & Garden, e-commerce), especially from France, the Netherlands, Germany, Spain, Public Administrations, representatives of cities and European capitals (also from Paris, Madrid, Vienna, Split, Sofia, Principality of Monaco), hospitality facilities, real estate developers, and planners.

Gardening being promoted

Ecological transition and urban regeneration, sustainability of infrastructures, link between

greenery and health - with the presentation of smog-eating plants for indoors and outdoors the potential of greenery for environmental protection, social well-being, and community

health, the need to green cities were the themes around which the meetings at Myplant developed.

Myplant was also chosen as the venue for a historic agreement between Anve and Avi with the [signing of a memorandum of understanding](#) to jointly promote the development and enhancement of Italian and European nursery gardening.

Conferences

Also conferences were organized on biodiversity protection and tree habitat, the future of

floriculture and young people, and urban greenery with the XXIV edition of the 'City for Green' Award, organized by the publisher Il Verde Editoriale: the only national award given to municipal administrations, public bodies, private structures for public purposes, and

Press volunteer associations that have distinguished themselves in works of realization, enhancement, maintenance, and requalification of green areas.

Flower/decoration sector

According to the organization, the flower/decoration sector of this edition of Myplant was able, as never before, to inspire, attract, and involve thousands of professionals.

"Organized in collaboration with Marco Introini and Rudy Casati around a real arena with a fascinating scenography, introduced by an important botanical colonnade curated by Bloom's ACCademy under the guidance of floral designer Patrizia Di Braidà in collaboration with Flower, the Decor District was inspired by the theme of wedding ceremonies - also the subject of an important conference - and saw the alternation of compositional proposals from about ten international ateliers. Immersive sets, enchanted atmospheres, and elegant choreographies framed and contained a truly lively, sparkling, and colorful edition for the entire flower and accessory sector. Charles Lansdorp, White

Sposa, and collective of Dutch floricultural producers curated the area of novelties for wedding flowers. All with the participation of AFFI and important Italian floricultural brands."



Myplantech

Great feedback was declared by the companies selected for the Myplantech path, an itinerary through the pavilions that identified innovative products and solutions that are shaping the future of the sector, including digital twins of trees, hi-tech greenhouses, energy saving, circularity, recycling, soilless cultivation, hydroponics, aquaponics, mini-biofactories, new varieties of plants, flowers, and evergreens, phytosanitary control, soil and crop monitoring, lighting, sensors, environmental control, mulching, eco-toilets, leaf parameter measurement, foliage aspirators, mechanical innovations.

Novelties, previews and curiosities

Represented transversally by the Myplantech circuit, the novelties, previews, and curiosities shown at the fair were numerous. Speaking of botany, many exhibitors proposed new species both for indoors and outdoors, also re-proposing ancient varieties long disappeared from Italy or created ex novo.

Aglaonema, Philodendron, Anthurium, new gerberas - such as 'Joybera', available from spring 2025 -, heat-resistant cyclamens, of various sizes and new persistent shades; still on the subject of cyclamens, the Petit Moulin with double flowering without stamen and

with very long-lasting flowers, and the Absolu, the first scented cyclamen with wavy and two-tone flowers, with beautiful marbled dark green foliage and long flowering. Primroses with special stems, sizes, and durable flowering bouquets, then oleanders, creeping junipers, lilacs, vigorous delosperma with new colors, chrysanthemums with yellow and orange shades, sansevieria, iris, the brand new Mangave® Praying Hands, the Aloe Medivera® for interiors, the Agapanthus Everpanthus® 'Poppin Star', bicolor and starred petunias, hybridized hydrangeas, the new Hydrangea macrophylla Ever Belles, a generous flowering hydrangea with chocolate, pink, green, red colors; the American Schyzachrium scoparius 'Ha Ha tonka', appreciated in gardens for its resistance to heat and cold and for its reduced maintenance requirements, Episcia cupreata, Pilea involucrata, also known as the "friendship plant".

Space was also given to recovered varieties, including thrift, sea lavender, Helichrysum, wallflower, and aubretia, as well as bignonia, Japanese magnolia, cytiscus, and black tomato to name a few. Citrus fruits, always a welcome and admired presence at Myplant, were presented with specimens of cedar, calamondin, kumquat, red lemon, caviar lemon, wrinkled bitter orange.

Other curiosities among the pavilions were terrariums and lampariums, maxi-hibiscus, centennial olive trees and the millennial one, sumptuous cacti, and mega bonsai, bougainvillea, walls covered with orchids, living room algae.



Myplant & Garden 2025

Next year, the trade show will take place from February 19-21, 2025. And the goal is to grow. "Every year we present a Myplant different from the previous one - comments Valeria Randazzo. Because it's richer, more interesting, and more varied. It's part of a growth path that we're all traveling together, as a great green community. Embracing new realities, channels, sectors, and horizons. We intend to further expand our spaces and reach new milestones, offer increasingly better and more profitable opportunities to companies and operators, guarantee effective training, amplify the voices of professionals, and spread a healthy green culture".