

Photo report Myplant & Garden 2022

Here it is, the photo report of the sixth edition of Myplant & Garden. Over the years, this exhibition has grown to one of the largest B2B horticultural fairs in Italy and year after year, it has shown growth in exhibitors, size and visitors. After two years, the show could finally return and FloralDaily was also present to make a photo report of the event.

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The sixth edition of Myplant has been very significant, the organization reports. "It has marked the comeback of the most consequential trade show for the international garden industry. In total, 650 companies and almost 19,000 visitors have taken part in Myplant, showing how important this trade fair is for the garden industry on an international level."

From 23 to 25 February the halls of the International Green Expo have finally opened to the industry members again. Participating companies have at last presented their products to a live audience; 20% of the exhibitors came from abroad — mainly from Holland, Denmark, Germany and France. 18,650 selected professional visitors have patrolled halls 12, 16 and 20 looking for products, ideas and contacts to keep the garden industry striving.

Exhibiting companies are very satisfied with the opportunities that this edition of Myplant has given them: they have received orders, gathered new contacts, strengthened relationships that over the past two years had only been kept afloat through conference calls.

The whole garden industry has benefitted from this first opportunity to meet in-person, which also offered a notable calendar of seminars and workshops.

Some topics have been particularly relevant for the trade fair this year: the role of plants for people's wellbeing, the redevelopment of urban areas, the opportunities and critical aspects surrounding the management of cities, climate change, the management of sport grounds, technological innovation, green business, the environment, sustainability, consumer trends. By confirming the original schedule of the trade fair, the management of Myplant & Garden has proved that Italy plays a significant role in the international panorama of the garden industry.

Notwithstanding the uncertainty of the past couple of years, to which the latest events in Europe were added, Myplant has been able to organize the visit of 116 official buyer delegations from thirty countries, mainly from Europe. 44% of buyers came from Eastern Europe, 10% from the Mediterranean and the emerging market in the Middle East. Europe is the main market for Italian products, accounting for 84% of all export. The delegations have expressed satisfaction for the quality of the products on offer and of the event more in general.

150 additional buyers have spontaneously visited the event, many of them declaring that they had been uncertain to the last minute that the trade fair would be successful. These operators have come mainly from garden centre chains, DIY and Home&Garden stores, international retail companies, e-commerce brands, touristic facilities etc.

80% of exhibitors came from Italy, mainly from Lombardy, Veneto, Tuscany and Emilia Romagna. International operators have come from Romania, Switzerland, Hungary, France, Spain, The Netherlands, Germany, Slovenia, Croatia, Greece, Austria, Belgium and the UK. There have also been buyers from Israel, Cyprus, Saudi Arabia, Turkey, Iran, Kuwait and Qatar.

Over 200 press operators — journalists, television broadcast stations, bloggers — have visited Myplant and covered the event. 10% of operators came from abroad, mainly from The Netherlands, Germany and Spain. The organizers are thankful to the press for the news coverage of the event.

The three exhibiting halls, covering a total surface of 45,000 square meters, have been very lively. Hall 12 was dedicated on the one hand to the world of floristry and home & garden decoration, on the other to greenery, garden care and solutions for stores. Hall 16 proved its strength and completeness, focusing the offer above all on flowering and potted plants. Hall 20, which was punctuated by events dedicated to the landscape and sports facilities on the one hand, to arboriculture, maintenance of green areas and machinery on the other, also showcased a selection of nursery products, strongly proposing the potential of an increasingly necessary synergy between the world of green architecture, urban planning, supply and maintenance of greenery, be it in sports facilities, public or private areas and in the hospitality sector.

“What happened over the last week is extraordinary. Businesses have answered our call, recognizing the value Myplant has, and operators have flocked to the event. All the effort and energy invested in this edition have proved their worth. We have developed new cooperations, paved the way to new projects, we are now focusing on developing our strengths, and we are already working on the seventh edition, which will take place from 22 to 24 February 2023”.

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Organisers are already starting to plan the next edition, scheduled for 22-23-24 February 2023.