

Myplant is coming closer, with 50,000 square meters dedicated to greenery

From February 21 to 23, Myplant will transform 4 pavilions at Fiera Milano-Rho into a massive garden of 50,000 square meters, equivalent to 7 soccer fields or 185 tennis courts.

The expo will feature comprehensive green solutions, from productions to cultivation systems, therapeutic and inclusive gardens, green cities, sports grounds and facilities, landscapes, public spaces, green infrastructure, robotics, home decorations, and gardening trends.

This edition will be expanded by an additional 5,000 square meters compared to the previous one, including outdoor areas for practical demonstrations, featuring 700 brands on display (20% from abroad), dozens of partner associations, 190 buyer delegations, and 105 accredited foreign companies visiting from 40 strategic countries across 4 continents.

There will be 60 conferences and special initiatives, with 180 registered journalists representing 9 macro-sectors covering the entire horticultural-floricultural chain.

As a unique meeting arena and an exceptional showcase of novelties, Myplant hosts Myplantech, a path identifying innovative products and solutions shaping the future of the sector.

Innovation is transforming the world of motorgarden, whose investments in cutting-edge solutions will reach new milestones at the fair.

Just as in the world of sports, which Myplant, also in partnership with the Gotha of Italian football institutions

High expectations surround new decorative tendencies, color trends for environments and ceremonies, international floral composition contests, and, still on the topic of flowers, new varieties for increasingly beautiful, resistant, and prestigious plants.

Other news: the new outdoor BBQ area, Garden Center New Trend event in the new pavilion, such as the Décor District, the 2 golf practice fields, the putting green area, and the pickleball court inside the pavilion 20, and more.

For more information:

Myplant & Garden

myplantgarden.com

