

"The Gulf's megaprojects sector represents an extraordinary opportunity"

The United Arab Emirates will host, from 15 to 17 November 2025, an event for the green industry with the launch of Myplant & Garden Middle East: an international B2B exhibition dedicated to horticulture, landscaping, and green innovation. Taking place at the Dubai Exhibition Centre, Expo City, the event will position Dubai as a global hub for horticulture and landscape design.

The new exhibition aims to bring the successful Myplant & Garden trade fair format from Italy – the leading event in its sector – to the Gulf, leveraging its international reputation, credibility, and recognition.

Supported by strong institutional backing, the event is held under the Patronage of the Ministry of Climate Change and Environment (MOCCA) of the United Arab Emirates, with the auspices of the Italian Embassy in the UAE, and the sponsorship of the Ministry of Enterprises and Made in Italy and ITA – Italian Trade Agency Dubai. It aims to serve as an exceptional platform for business, innovation, and international cooperation, connecting global horticultural expertise with the Gulf's ambitious green transformation agenda. This represents a tangible vision that recognizes the horticultural supply chain as a fundamental pillar.

The exhibition will showcase the entire green sector, covering everything from plant production to urban green technologies, garden and landscape design to vertical farming, and services for import/export, logistics, and maintenance of public, private, and sports green spaces. Myplant Middle East will be organized into six key sectors: plant nurseries; innovation, technical solutions, and services; flowers and decoration; machinery, greenhouses, and irrigation technologies; pots and outdoor furnishings; and landscape architecture and urban furniture.

This wide focus offers exhibitors multiple opportunities to access the rapidly growing urban development, tourism, hospitality, and real estate markets in the Gulf and across the region. Among the confirmed exhibitors from the EU, Turkey, UAE, China, Thailand, India, and Sri Lanka are plant and flower producers, container manufacturers, providers of technical products for horticulture, technology and service providers, ICT platforms, urban furnishings, vertical greenery, gardening equipment, and decoration specialists. Major international companies engaged in the design, construction, and maintenance of public and private green spaces will also be present, seeking partnerships, contacts, and suppliers.

The Gulf's megaprojects sector represents an extraordinary opportunity, with a portfolio estimated at nearly \$800 billion, driven by strong government commitment to urban green redevelopment and landscape conservation. Prominent groups shaping the region's green transformation include Tanseeq Investment Group, Desert Group, Gover Horticulture, Planters Group, and Pheladelfia Agricultural LLC – companies whose expertise, vision, and project management capabilities are actively driving sustainable development across the Middle East.

At the same time, the organizers are selecting and inviting hundreds of international buyers, developers, municipalities, architectural firms, distributors, and investors, providing exhibitors with unique opportunities to become key suppliers for the region's green development projects. An overview of buyers from different Gulf countries highlights sector dynamics and economic priorities.



The UAE shows the highest representation, with strong interest in both landscape/maintenance and hotel/contract sectors, reflecting ongoing urban development and tourism expansion – pillars of its diversified economy. There is also demand in agriculture, public administration, horticulture, consulting, and real estate, indicating a dynamic, multi-sectoral market. Qatar presents a significant presence focused on trade across levels, with interest in horticulture and landscape maintenance linked to urban redevelopment and high-end hospitality. Oman shows targeted interest in ornamental greenery and landscape maintenance connected to specific public and private green projects. Bahrain combines interest in garden centres and landscape maintenance with engagement from public institutions, reflecting growing awareness of urban landscape improvement and public space livability. Kuwait and Saudi Arabia focus on machinery and cultivation systems, addressing functional needs and industrial and agricultural development.

Overall, the Gulf countries show strong attention to urban transformation, green development, tourism, and trade, with varying priorities reflecting each country's economic strategy. The UAE remains the most mature and diversified market, while other countries show promising specialization and openness.

Alongside the exhibition, a rich program of conferences, forums, and international roundtables will engage institutions, companies, stakeholders, and experts from Europe and Gulf countries, creating a key platform for global dialogue on greenery, landscape, innovation, and urban sustainability. The three-day event will open on 15 November with the official inauguration ceremony titled "Planting the Future: Building a New Narrative of Nature through Landscape." Following welcome remarks from Maurizio Ermeti, President of IEG – Italian Exhibition Group, the keynote speech will be delivered by internationally renowned landscape architect Andreas Kipar, followed by institutional greetings from Italian and UAE representatives.

Expected guests include representatives of the Liguria and Piedmont regions (IT), Italian Ambassador to the UAE Lorenzo Fanara, ICE Agency President Matteo Zoppas (TBC), Chairman of the Italian Chamber of Deputies Agriculture Commission Mirco Carloni, and representatives from the Ministry of Enterprises and Made in Italy and the Italian Ministry of Foreign Affairs (both TBC). The session will close with the Ministry of Climate Change and Environment (MOCCA) of the United Arab Emirates, presenting the UAE Vision 2030, followed by the traditional ribbon-cutting and inaugural tour of the fair.

In the afternoon, the spotlight will turn to landscape and horticulture with an international roundtable on landscape and horticultural management for nature-positive

city development. Participants will include international landscape association representatives such as Leonardo Capitanio (AIPH President), Andrea Cassone (AIAPP President), Marco Minari (IFLA Delegate), and Nadine Bitar Chahine (IFLA Middle East Secretary-General), alongside international designers Jens Bödeker, Peter Harradine, Giovanni Sala, and Melissa Rava. The session will be moderated by Andreas Kipar.

The day will close with architect Simone Riva presenting new outdoor design materials and finishes for 2026 in collaboration with MMA Projects. On 16 November, attention will turn to agri-tech with a session organized by Italiacamp. In the afternoon, Italian floriculture will be highlighted with an event dedicated to the Sanremo district, organized by ANCEF – National Association of Flower Exporters (IT).

The final day, 17 November, will feature a highly technical and scientific program. It will open with the "Learning from..." format by Green City Italia, comparing Italian and Middle Eastern excellence in territorial and climate policies and officially launching the new Competence Center for Territory and Sustainability (CCTES), a collaboration between LAND and Montana Spa. This will be followed by a focus on the state of the art in landscape construction in Middle Eastern countries, promoted by ASSO.IMPRESA (IT) and ELCA – European Landscape Contractors Association.

The afternoon will be entirely dedicated to plant production innovation with a conference organized by CREA – Council for Agricultural Research and Economics (IT), chaired by Gianluca Burchi, addressing sustainability, climate change, resource efficiency, and digital technologies in nurseries. Speakers will include academics, researchers, and industry professionals such as Prof. Francesco Ferrini, Dr. Daniele Massa, and representatives from Desert Group.