

## Looking ahead to the tenth edition of Myplant & Garden

After a record-breaking 2025 edition, with 810 exhibitors, 55,000 m<sup>2</sup> of occupied space and almost 27,000 visitors from all over the world, Myplant & Garden is preparing to further expand its horizons. The event will reach 60,000 m<sup>2</sup> of exhibition area, occupying four pavilions entirely thanks to the strong response from companies. Outdoor areas will also be used for practical demonstrations.

Myplant & Garden is getting ready to celebrate its tenth edition, scheduled from 18 to 20 February 2026 at Fiera Milano Rho. The event confirms itself as the leading international trade fair dedicated to professionals in the horticulture, landscaping, garden and floriculture supply chains, bringing together companies, operators, experts, institutions and associations from across Europe and numerous non-European countries.

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In ten years of activity, Myplant & Garden has become an essential point of reference for the entire sector thanks to its ability to connect production, distribution, design and services. It offers a unique stage for innovation, professional exchange and market development.

The tenth edition will introduce new content, specialised thematic areas, exhibitions, technical seminars, training workshops and live demonstrations. Particular attention will be given to the sector's current challenges, including sustainability, the circular economy, the management of urban, private and sports green areas, smart technologies, and new trends in garden design and floral decoration.



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“We will increase from 55,000 to 60,000 m<sup>2</sup> of exhibition space, and we will completely cover all four pavilions with the exhibition thanks to the exceptional response from our exhibitors,” says Valeria Randazzo, Exhibition Manager of Myplant.

The tenth edition will also bring a further reorganisation of the exhibition areas covering the entire value chain. Nurseries, flowers, furniture, pots and containers, decoration, landscape architecture, services, technology and machinery will offer a complete and up-to-date overview of the supply chain. “A comprehensive offer that reflects the strength, diversity and continuous evolution of the sector,” Randazzo adds.



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Hall 20 will be entirely dedicated to engines, a segment in continuous expansion, and to My Green Sports, the evolution of “Green Sportsgrounds”. This area will also host the new FIGC (Italian Football Federation) programme dedicated to the training of green technicians.

The landscaping area, covering design, products, materials and construction, has been renamed My Landscape and will move to Hall 8, gaining new visibility and identity. A boulevard will connect it to the area dedicated to flowers and decoration, now renamed My Decor.



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Nursery production will remain in Hall 16 and in a large portion of Hall 12, remaining adjacent, as in the previous edition, to the exhibition of the entire technical sector.

This area will also host the Garden Center New Trend setup, which will celebrate Myplant's tenth anniversary with the initiative "10 years of trends – the best of". The project offers a journey through a decade of ideas, scenography, visions and products that have marked the evolution of the event and influenced the market, creating a space to recount the past, interpret the present and imagine the future of specialised retail.





My Innovation, formerly MyplanTech, will showcase the most advanced and sustainable products and services in the green sector. The area will feature exhibitors' most innovative ecological and technological solutions in a dedicated circuit within the pavilions.



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“This tenth edition represents an important milestone and, at the same time, a new starting point,” explains Valeria Randazzo. “The green market is constantly evolving, and Myplant continues to grow together with companies, offering a privileged place to develop relationships, generate value and imagine the future of the sector.”