

Italians love pink plants

The tenth edition of Myplant & Garden, held from February 18–20 in Milan, set new records. The international trade fair for the ornamental horticulture and green sector grew in visitor numbers, exhibition space, and number of exhibitors.

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Charles Lansdorp and daughter Giulia with Dini Holtrop

Seasonal wedding flowers

A steadily growing part of the trade fair is the Wedding Flowers stand. At this stand, mainly Dutch growers and breeders showcase their flowers intended for Italian weddings. In Italy, many weddings take place—not only among Italians themselves, but so-called “destination weddings” are also popular.



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Dini Holtrop

Charles Lansdorp, initiator of the Wedding Flowers promotion, explains: “We want to show here that you can use flowers other than the standard roses for weddings. We especially want to promote the use of seasonal flowers. We do this at our stand through workshops by Dini Holtrop, among others, as well as floral designer Massimo Iodice, who presents his creations.” Companies such as Royal van Zanten and Anthura

are also participating this time, not with their own stand, but as part of a large collective flower stand.



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Richard Venema of Plant World

Pink plants are popular

At the Plant World stand, Richard Venema explains that pink plants are very popular in Italy. "Italians love pink, so those plants perform very well at our stand. For example, Tradescantia is a favorite." This year, there were also noticeably more houseplants such as Ficus, Alocasia, Calathea, Philodendron, and Monstera. In the outdoor segment, ornamental citrus, camellias, and Mediterranean varieties were prominently present. Once again, it stood out that Italy truly is the country of cacti and succulents.



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Menno of Succulents Unlimited

As a Dutch participant, Succulents Unlimited was present to showcase its new brand UNIQ. With this brand, they aim to demonstrate that they do more than just succulents. At Zunino Cactus, they indicate that the market for cacti and succulents is strong, yet at the same time challenging.



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Myplant & Garden figures

The trade fair featured 800 exhibitors across 60,000 m² and attracted nearly 28,000 visitors. Many exhibitors came from Northern and Central Italy, alongside a strong Dutch presence. More than 200 international buyers from 47 countries attended, including from Saudi Arabia, the United Arab Emirates, Germany, and China. Garden centers, retail chains, DIY stores, landscape architects, and public institutions were also well represented. In total, over 300 journalists—including BPnieuws—and more than 130 foreign companies visited the fair.

The Italian ornamental horticulture sector showed strong figures. Production value reached over €3.25 billion in 2024. Exports rose in 2025 to above €1.3 billion. During the fair, it was emphasized that fair trade conditions and the removal of phytosanitary barriers are important for further growth. Within the EU, the production value of the horticulture sector amounted to approximately €24.5 billion in 2024.

In terms of timing, the fair was not ideal for everyone, as with International Women's Day approaching, some companies are experiencing extra busy periods.

View our photo report of Myplant & Garden [here](#).



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Myplant & Garden

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