

# Desert Group to unveil green innovations at ME Expo 2025



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**Desert Group, a leading green infrastructure and landscape solutions provider, will present its latest sustainable landscaping innovations at Myplant & Garden Middle East 2025, set to take place this November at Expo City Dubai.**

The event will convene leading industry stakeholders from across the region to explore advancements in green urban development. Desert Group, recognized for its integrated approach to landscaping and green infrastructure, will participate in Myplant & Garden ME to spotlight innovations shaping the future of sustainable urban environments.

Established in 1988 and based in Dubai, Desert Group has built a strong reputation for transforming arid landscapes into thriving, sustainable environments. With a holistic and integrated approach, the company offers end-to-end services across the full project lifecycle, including design, construction, plant production, irrigation, and ongoing maintenance.

Desert Group currently operates through over 15 specialized business units and has completed more than 6,000 projects. Its wide-ranging portfolio includes luxury resorts, public realm developments, civic spaces, and championship golf courses, serving clients in residential, commercial, government, and hospitality sectors. The group employs over 5,000 professionals, including landscape architects, engineers, horticulturists, agronomists, and craftsmen.

Now a part of Al Ghandi Group Enterprises, Desert Group is entering a new phase of expansion, combining its long-standing legacy and expertise with new investment and strategic direction to deliver sustainable green infrastructure across the region.



*Michael Mascarenhas*  
*CEO – Desert Group*

*“We’re looking forward to being part of Myplant & Garden ME 2025. It’s a strong platform to connect with the right stakeholders and reinforce the role of practical, scalable landscaping solutions in shaping sustainable cities. That’s where Desert Group adds value and that’s the conversation we are here for.”*

Valeria Randazzo, Exhibition Manager at Myplant & Garden ME said that, “Desert Group’s commitment to sustainability and green innovation aligns perfectly with the vision of Myplant & Garden. Their decades of experience and pioneering spirit make them a key player in the region’s green transition, and we are excited to have them showcase their expertise at this year’s event.”

Myplant & Garden Middle East, organized by the Italian Exhibition Group (IEG), is the region’s premier B2B exhibition for horticulture, landscaping, floriculture, and urban greenery. Building on the success of the Milan edition, the Middle East version will feature global and regional leaders in sustainable design, smart garden technologies, urban agriculture, and eco-friendly materials.

The event will offer specialized conferences, exhibitions, B2B matchmaking, and networking opportunities, targeting green sector professionals including urban planners, landscape architects, nursery operators, and policy makers. As cities across the GCC accelerate their sustainability goals, the expo is expected to play a pivotal role in supporting the region’s green transformation.