

Myplant & Garden – International Green Expo 55.000 sqm dedicated to horticulture



The International Green Expo (Fiera Milano Rho, February 19-21, 2025) will be an even bigger edition, with 55,000 sqm (+5,000 sqm) spread across four halls: an impressive space covering 5.5 hectares, equivalent to eight football fields or 211 tennis courts.

More than 800 exhibiting brands (22% from abroad, mainly from the Netherlands, Germany, Denmark, France, and Spain, with floral companies from Ecuador and Kenya attending for the first time), dozens of partner associations, 200 buyer delegations, and over 125 accredited foreign companies from 45 strategic countries across five continents. Additionally, there will be 70 conferences and special initiatives and 150 journalists already accredited. These are the initial figures for the event, just days before it opens.

At the press conference the organisers promised a gigantic, luxurious super-garden filled with innovations, products, and solutions for nine key industry sectors: nurseries, flowers, decoration, machinery, technology, pots, services, architecture and construction, and outdoor furniture. Additionally, outdoor areas will be dedicated to barbecues and lumberjacks.

Over 20,000 professionals and hundreds of buyers and international delegations from the Middle East (continuously increasing), Europe (mainly Germany, Spain, Bulgaria, Romania, and France), North America, and China are expected. This underscores Myplant's central role in global markets and the excellence of 'Made in Italy' products worldwide. Attendees include industry operators, landscapers, real estate developers, retailers, purchasing managers, sports managers, hospitality structures, technicians and municipalities, major event organizers, and import/export companies.

The Mediterranean product and 'Made in Italy' style are highly appreciated globally. This is evidenced by the launch of Myplant Middle East, which will take place in Dubai from November 15-17, 2025. For the first time, an Italian trade fair will organize the first and only industry event in the lucrative and promising Middle Eastern market. This is a clear and powerful demonstration of Myplant's international standing.

The Market

After confirming a record production value of €3.1 billion in 2023, 'Made in Italy' horticulture is expected to surpass €3.2 billion in 2024—the highest figure ever recorded. Based on 2024 projections, this represents a 3.5% increase from the previous year and a 30.8% rise over the past decade.

Italian exports are also showing promising figures, exceeding €1 billion in the first nine months of 2024 (+5.1% compared to the same period in 2023). However, while the trade balance recorded a surplus of over €390 million, imports also rose significantly, reaching €618 million (compared to €471 million in 2023 and €459 million in 2022 for the same period).

The main buyers of Italian horticultural products worldwide are: France (19.7% of Italian exports in the first nine months of 2024), Netherlands (17.0%), Germany (16.4%), Switzerland (5.0%), United Kingdom (3.7%)
The main suppliers to Italy are: Netherlands (72.0% of total imports in the first nine months of 2024), France (7.2%), Spain (6.2%), Germany (3.5%), Greece (2.6%)