

“Green Olympics” at Myplant & Garden



“Green Olympics” in Milan: Myplant, the international trade fair of horticulture, gardening and landscaping (Fiera Milano Rho, 18–20 February), was presented to the press. A 60,000-sqm “green arena” hosting a major exhibition challenge featuring the finest plants, the most spectacular flowers, the most innovative engines, the best landscape projects, the most sustainable solutions, the greenest cities, the best floral design schools, and the most effective techniques for green care.

Myplant is preparing to host the best of Italian and international horticulture supply, showcasing it in a major exhibition comparison involving the entire green supply chain, enhancing sector excellence and promoting talent, innovation and sustainability, while connecting production, landscape design, technologies and the sustainable management of public, private and sports greenery.

Around 800 exhibitors, of which 20% from abroad, mainly from the Netherlands, Spain, Denmark, Germany and France – and thousands of visitors expected from all over the world, for one of the most

important events globally and a showcase of “Made in Italy” horticulture, which has reached new records, exceeding €3.25 billion in production value and confirming Italy among the world’s leading exporters of plants and flowers.

The organisers expect about 200+ international top buyer delegations from 47 countries. The largest international business delegations come from Saudi Arabia, the United Arab Emirates, Germany, Croatia, Spain, Romania, China, France, the Maghreb and Turkey. Buyers from the Middle East and Central Asia are increasingly significant. Over 130 foreign companies accredited as visitors and 160 journalists (mainly from Italy) already registered, confirming strong international media interest.

From the Olympic landscapes of Milan-Cortina to therapeutic gardens, from historic parks to open-air museums, from urban regeneration to sports turfs, and much more.

A NEW TRADE FAIR LANDSCAPE

The 10th edition of Myplant & Garden introduces a new pavilion layout, offering a complete and updated view of the horticultural and floriculture supply chain, structured into nine macro-sectors: nurseries, flowers, furnishings, pots, decoration, landscape, services, technology and machinery. Hall 20 will be entirely dedicated to engines (with doubled floor space) and to My Green Sports, featuring two conference rooms and a preview of the new Engines and Spare Parts section (launch in 2027).

My Landscape moves to Hall 8, with a new identity and a double conference room for high-profile meetings and exhibitions on landscape design. A boulevard over 100 metres long will connect landscape, architecture and materials with My Decor, the creative heart of flower design, hosting workshops and fashion shows. Nursery production and potted plants will occupy Hall 16 and half of Hall 12, alongside leading brands in the technical-chemical sector and the Garden Center New Trend area, featuring the celebratory initiative “10 years of trends – the best of”. Innovation takes centre stage with My Innovation: a circuit dedicated to the most advanced and sustainable solutions for the future of greenery.

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