

“Green Olympics” at Myplant & Garden: the international trade fair of horticulture, gardening and landscaping celebrates its 10th edition in a 60,000-sqm green arena.

Fiera Milano Rho (IT), 18–20 February 2026.

“A remarkable exhibition challenge” bringing together international horticulture excellence.

Italian production value at record highs, Italy third-largest exporter worldwide.

Over 200 delegations of top buyers from 47 countries.

Exhibition on the rise, boom in machinery halls.

Thematic focuses on greenery as living infrastructure for urban sustainability and public health.

Spotlight on Olympic landscapes and major events.

The most innovative green products and the most environmentally attentive Italian cities awarded at the fair.

Milan (IT), 12 February 2026 – “**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 confirmed exhibitors – 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.

Over 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 already registered, confirming strong international media interest.

The programme includes the eagerly awaited **demonstrations** with **floral art** and **décor** trend-setters, master **lumberjacks**, spectacular flower-fashion **shows** and striking green **installations**.

An exceptional schedule of meetings, conferences and forums is planned, involving institutions, representatives, technicians, experts, scientists and journalists from the agricultural, sports, research, planning, design, academic, real-estate and events sectors.

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.

THE ITALIAN AND INTERNATIONAL MARKET

In 2024, the value of Italian horticulture production exceeded €3.25 billion (ISTAT), up 3.5% on 2023, +23% over five years and +30.8% compared to 2014, despite climatic and market challenges.

Nursery production accounts for 54.5% of the total (over €1.7 billion, +3.4%), while floriculture represents 45.5% (€1.5 billion, +3.5%). The sector accounts for 8% of plant production and 5.3% of Italian agriculture, with 17,500 companies and over 45,000 hectares cultivated (CREA – Chambers of Commerce).

Geographically, Central Italy concentrates 39% of the value (€1.26 billion), driven by Tuscany, leader of national nursery production with over €1 billion. This is followed by Northern Italy (38%, €1.23 billion) and Southern Italy (23%, €760 million), with Sicily as the leading production area in the South.

At international level, the global value of flower and potted plant production in 2024 is estimated at €24.5 billion, to which are added €29 billion from nursery production and €101 million from bulb production (CREA based on AIPH data).

In the same year, the EU horticulture sector reached a production value of €24.5 billion (EUROSTAT).

Italy confirms itself as a net exporter, with a positive trade balance of €374 million: exports exceeding €1.2 billion (+6.3%) and imports amounting to €888 million. The main export markets remain France, the Netherlands, Germany, Switzerland and the United Kingdom.

The **economic weight** of the sector makes it not only a driver of **employment** and **exports**, but also a contributor to **environmental** solutions, especially in **urban** centres, through scientific research, innovation, design, supply and care of plants for parks, street trees, gardens and green infrastructures.

GREENERY: HEALTH, WELL-BEING, ECONOMY

Urban greenery is now recognised as **strategic infrastructure for city resilience**, with measurable benefits for climate, health and quality of life. ENEA and the European Environment Agency (EEA) identify it among the main solutions for **climate adaptation** (Climate-ADAPT). Urban vegetation contributes to **cooling** cities, reducing average temperatures by up to 1–1.5 °C, with higher local values, thanks to shading and evapotranspiration. It also improves **air quality**

by absorbing NO₂ and O₃ and reducing fine particulate matter (US EPA), and limits flood risk by promoting **rainwater** infiltration.

The most effective strategies focus on widespread distribution of greenery: street trees, pocket parks, green roofs and façades, courtyards and ecological networks (ENEA). The **3-30-300 model** (WHO, UNECE) sets clear targets: at least three trees visible from every home, 30% tree canopy coverage at neighbourhood level and a large green space reachable within 300 metres.

The **benefits** are also **economic** and **social**. In 2025, over 370 adverse climate events were recorded in Italy, with estimated losses of €11.9 billion; without adequate policies, damages could exceed 5% of GDP by 2050. Heat stress causes an estimated **global loss** of 80 million equivalent jobs (ILO).

Proximity to greenery is associated with up to a **25% reduction** in the risk of chronic diseases and improved mental health, in line with the principle of biophilia.

In conclusion, investing in urban greenery means reducing climate risks, improving **health** and **well-being**, and strengthening **horticulture**, in line with the EU Biodiversity Strategy for 2030. In this perspective, the **conference programme** reflects a mature **supply chain**, **aware** of major environmental, urban and social challenges, while remaining future-oriented.

CONFERENCES

At the heart of the debate is greenery as a living and strategic infrastructure for cities and territories, capable of generating wealth, beauty and social well-being, across **public** and **private management, design, sport, research, innovation** and new generations. A comprehensive calendar of meetings will involve institutions, universities and research centres, sector representatives, professional associations, design studios, companies and public administrations, in an open and multidisciplinary exchange.

“The Gardens of Myplant” competition: 10 years of charity for social causes. New edition. Another topic addressed will be therapeutic greenery. In this context, the launch of the 7th edition of the creative **design competition for social purposes** “The Gardens of Myplant” is announced. Since 2016, it has **created gardens free of charge** that become spaces of **care, welcome** and **hope for the most vulnerable**. This edition will support the outdoor spaces of a Milan-based association that **assists children** and young people who are victims of abuse and severe family maltreatment.

With its tenth edition, Myplant reaffirms its role as a reference platform for dialogue between companies, institutions and the research world, offering an integrated vision of the green supply chains. An event that strengthens the **strategic role of horticulture** in the sustainable development of territories. From 18 to 20 February, at Fiera Milano Rho.

Myplant & Garden – International Green Expo

Fiera Milano–Rho | February 18-20, 2026 | Annual event | Professional visitors only | Organized by V Group (IEG Group)
| Tel: (+39) 02.6889080 | info@myplantgarden.com | www.myplantgarden.com

Press Contact:

Ferdinando Crespi | ferdinando@crespius.com – info@myplantgarden.com

Myplant & Garden – International Green Expo

Myplant & Garden is the most important professional trade fair for horticulture, garden, landscape, and sportsground in Italy. It is the main reference for the Italian industry and top-level actor for international markets. The trade fair promoted green culture, circular economy, environmental protection, and green design.