

## Myplant & Garden Middle East. The first Italian B2B green industry trade fair in Dubai



The leading Italian green industry trade fair Myplant & Garden has expanded and strengthened its international presence with the official presentation of Myplant & Garden Middle East, the first Italian B2B green industry trade fair in Dubai and the only event dedicated to the ornamental green industry in the Middle East. This trade fair will be held from 15-17 November 2025 at the Dubai Exhibition Centre, Dubai, United Arab Emirates.

The new exhibition is possible thanks to close cooperation with the offices of IEG Middle East, a reliable presence in Dubai's exhibition scenario. The organisers' aim is to tap new commercial channels and enter a market with growing potential. This driven by a customer base with a particular focus on sustainable development and improving biodiversity at the local level.

'IEG's choice to increasingly focus on international markets,' says IEG CEO Corrado Peraboni, 'is further confirmed with this first edition of Myplant & Garden Middle East, the first Italian B2B green trade fair to be held in Dubai, a market full of potential for this sector. The choice of Dubai is also in line with the path already taken with JGT Dubai (Jewellery, Gem & Technology) and Dubai Muscle Show, Dubai Active and Dubai Active Industry. Increasingly positioning itself as a global player, the group's strategy is to create spin-offs from its main events in the most interesting areas for its various products. Our commitments abroad are increasing, looking at non-European

markets with greater potential, and Myplant & Garden Middle East is part of this strategic development plan.'