

Italian trade fair MyPlant & Garden focuses on quality of life



Since its very first edition in 2015, Myplant has continued to grow, develop and with providing business opportunities to everyone involved in the gardening industry. The fair has given new impetus to the Italian horticultural and gardening sectors and helped them gain greater recognition at an international level.

Every element of the process that makes up the ornamental plant industry is present at the fair: research, seeds, afforestation, production, innovation, components, distribution. The 9 main sectors represented with their extensive offerings make Myplant the place to be: arboriculture, cut flowers, decoration, landscaping, machinery, IT, garden care, pots and outdoor furniture.

At Myplant & Garden, several topics and themes of current interest will be covered: gardening improves the quality of our lives, our health and our climate. It purifies indoor and outdoor spaces, whether domestic or urban. Gardening encourages regeneration and innovation.

Myplant & Garden is actively supported by the Myplant & Garden Consortium, composed of a large group of key companies in the green sector. The Consortium, a non-profit organisation, was created to promote the initiative in Italy and abroad and works as a Technical Committee, putting exhibitors in touch with the event management office with their needs and requests.

Production value Italian floriculture

The production value in 2022 was more than 3.1 billion euros (300 million more than in 2021, when 2.78 billion was converted), of which 1.462 billion for flowers and potted plants (about 1.3 in 2021) and 1.678 billion for nurseries (1.5 in 2021). These are the highest figures in recent years. In contrast, Italian UE27 production is on a downward trend (horticulture -3.9%).

Opening hours

21 and 22 February 2024 from 9:00 - 18:00

23 February 2024 from 9:00 - 17:00