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MYPLANT & GARDEN MIDDLE EAST 2025: THE GULF'S GREEN INDUSTRY LANDMARK



This autumn, the UAE will host a landmark event for the green industry with the launch of **Myplant & Garden Middle East**, the first international B2B trade fair devoted to ornamental plants, landscaping, and green innovation. Scheduled for **15–17 November 2025** at the Dubai Exhibition Centre, Expo City, the event will position Dubai as a global hub for ornamental horticulture.

Organised by **Italian Exhibition Group (IEG)** in partnership with **V Group**, the fair brings to the Gulf the acclaimed format of **Myplant & Garden Italy**, Europe's leading trade show for floriculture and landscaping. With strong backing from the **Embassy of Italy in the UAE**, the **Ministry of Enterprises and Made in Italy**, **ITA – Italian Trade Agency Dubai**, and

the **UAE Ministry of Environment**, the event promises to be a premier platform for business, innovation, and international collaboration.

A Complete Green Ecosystem

The exhibition will showcase the full green supply chain across six key sectors: nurseries and plant material; machinery, equipment, and irrigation technologies; outdoor furniture and design; floral decoration and accessories; landscape design and services; and maintenance and technology for green spaces. This wide-ranging focus gives exhibitors direct access to the Gulf's booming urban development, tourism, hospitality, and real estate markets.

Alongside the exhibition, a robust programme of **conferences, roundtables and workshops** will engage leading international experts on topics ranging from climate adaptation and desert greening to sustainable plant production and future outdoor design trends. The opening session, **"Planting the Future"**, will feature **Andreas Kipar**, member of the World Economic Forum's Nature-Positive Cities Task Force, alongside leading institutional representatives.

Opening Ceremony Highlights

The ceremony, themed **"Planting the Future: Bridging Landscapes for a New Narrative of Nature"**, will welcome distinguished global and regional leaders, including:

- Andreas Kipar, World Economic Forum & Green City Italia
- HE Minister of Climate Change and Environment, UAE
- Maurizio Ermeti, President, IEG Group
- Corrado Peraboni, CEO, IEG Group
- Antonio Tajani, Deputy Prime Minister & Italian Minister of Foreign Affairs
- Lorenzo Fanara, Ambassador of Italy to the UAE
- Matteo Zoppas, President, ITA – Italian Trade Agency
- Mirco Carloni, President, XIII Commission (Agriculture), Italian Parliament
- Representatives from Liguria & Piemonte Regions
- HE Marwan Ahmed Bin Ghalita, Director General, Dubai Municipality
- Senior representatives of Dubai Executive Council & Terra Expo City Dubai

The ceremony will feature a **roundtable on government roles in building resilient, future-ready cities**, followed by a ribbon-cutting and exhibition tour.

Knowledge and Innovation at the Forefront

Sessions will cover urban landscapes, outdoor design, AgriTech, floriculture, and landscaping in arid environments. Highlights include:

- **Italy-UAE AgriTech Partnership Forum: Seeds of Collaboration**
- **The Flower of Sanremo: From Green to Ligurian Floriculture**
- **Pioneering the Next Generation of Urban Green Spaces**

- Sustainability and innovation in plant production, featuring **Prof. Francesco Ferrini** (University of Florence) and **Dr. Daniele Massa** (CREA)

Experts such as **Leonardo Capitanio** (AIPH), **Andrea Cassone & Marco Minari** (AIAPP), **Nadine Bitar Chahine** (IFLA Middle East), **Peter Harradine**, and **Jens Bödeker** will explore climate-smart landscaping, outdoor design innovation, and international collaboration in green solutions.

Strategic Institutional Support

Supported by the **Embassy of Italy in the UAE**, **Ministry of Enterprises and Made in Italy**, **ITA Dubai**, and the **UAE Ministry of Environment**, the event bridges Italian horticultural expertise with the Gulf's ambitious green transformation agenda.

Why It Matters

Myplant & Garden Middle East 2025 is more than a trade fair—it is a **catalyst for innovation, knowledge exchange, and sustainable urban development**. By bringing together international buyers, developers, municipalities, architecture firms, distributors, and investors, it provides unparalleled opportunities for businesses to establish themselves as preferred suppliers for the region's landmark projects.

With a focus on **global collaboration, cutting-edge innovation, and the Gulf's sustainability goals**, Myplant & Garden Middle East 2025 marks the start of a new era for greener, more resilient cities in the region.