

## MYPLANT & GARDEN 2026, A RECORD-BREAKING EDITION

The tenth edition of Myplant recorded new milestones, with significant growth both in terms of attendance and exhibition offering.

Beyond the numbers, the intense vitality of the event and its strong drawing power testified to, reaffirmed and strengthened the absolute centrality of the exhibition in the Italian and international horticultural and trade fair landscape.

Regarded as not only unmissable but essential for the sector, the 2026 edition clearly portrayed the economic, industrial and cultural weight of horticulture and its supply chains, gathered at the fair across 9 macro exhibition sectors, from seed to research, from design to care and maintenance of plants, flowers and soil with highly innovative products, equipment, machinery and solutions.

A vibrant exhibition comparison emerged among the finest plants and most sought-after botanical varieties, the most scenic flowers, the smartest engines, the most innovative landscape projects, the most sustainable solutions, leading players in the green transition, the potential of the best floral design, and the most advanced and effective techniques for the care and management of private, public, sports and hospitality greenery.

In this context, the extensive conference program that characterized the tenth edition of Myplant outlined the profile of a solid and structured supply chain, fully aware of the environmental, urban and social challenges underway and, at the same time, strongly oriented toward innovation and future development.

An integrated system of relationships, skills and visions

emerged, capable of fuelling the evolution of the horticultural industry, from gardening to urban regeneration, from sports fields and facilities to new floral trends and the offering of increasingly sustainable products.

The 2026 edition recorded 800 brands exhibiting across 60,000 sqm (+5,000 sqm), and nearly 28,000 entries (almost 27,000 in 2025).

The largest number of exhibitors came from Lombardy (IT), Veneto (IT), Tuscany (IT) and the Netherlands, well distributed across the 9 macro exhibition sectors (pots, nurseries, technology, services, machinery, flowers, decoration, landscape architecture, garden furniture) throughout the four exhibition halls, also including the crowded outdoor areas reserved for workshops and practical demonstrations for tree climbers and lumberjacks.

## INTRA HYDROPURE: APPROVED FOR THE ENTIRE WATER SYSTEM



Intra Hydropure from Intrahorti is applied via the water system for powerful cleaning and disinfection of water distribution systems in

recently clarified that the authorized product Intra Hydropure—based on hydrogen peroxide—may be used in all components that form an integral

part of the water system, including silos and tanks. This includes water pipes, drip systems, and tanks or silos that are a direct part of the water distribution infrastructure.

In consultation with the CTGB (Board for the Authorisation of Plant Protection Products and Biocides), it was

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By treating the system, biofilm is effectively tackled, and the microbiological water quality is improved. After disinfecting and cleaning tanks and silos, and following a thorough rinse in accordance with the instructions for use, the treated water can be used to fill the irrigation system for a clean and reliable water supply in the greenhouse.

Intra Hydropure meets the latest European requirements regarding safety, efficacy, and environmental impact. This provides growers with a reliable and legally supported solution for managing biofilm within their water infrastructure.