

MYPLANT & GARDEN MIDDLE BRINGS THE FIRST ITALIAN B2B GREEN INDUSTRY FAIR IN DUBAI FROM NOVEMBER 15 TO 17, 2025

The new fair is made possible thanks to close collaboration with IEG Middle East offices, a solid and established presence in Dubai's trade fair scenario. The organizers aim to tap into new commercial channels and enter a market with growing potential, driven by a clientele particularly attentive to sustainable development and the enhancement of biodiversity at a local level. On a larger scale, it is also supported by being the main logistics hub in the region and one of the most important in the world.

"The choice of IEG to increasingly focus on international markets," explains CEO Corrado Peraboni, "is further confirmed with this first edition of

Myplant & Garden Middle East, the first Italian B2B green trade show that will be held in Dubai, a market full of potential for this sector. An international opportunity was also part of what was promised to operators in this sector at the time of the acquisition. The choice of Dubai also aligns with the path already established with JGT Dubai (Jewellery, Gem & Technology) and Dubai Muscle Show, Dubai Active, and Dubai Active Industry. The group's strategy, aiming to position itself more and more as a global player, is to create spin-offs of its most significant events in the most interesting areas for the various products. Our commitments abroad are

growing, looking at non-European markets with greater potential, and Myplant & Garden Middle East is part of this strategic development plan."

"In expectation of the tenth edition of Myplant," say the organizers, "we have decided to go to Dubai physically to showcase the quality of a high-level trade fair offering. In 2023, the Gulf Cooperation Council countries - Saudi Arabia, Bahrain, the United Arab Emirates, Kuwait, Oman, Qatar - imported about \$390 million worth of plant material. The UAE, with \$145 million, and Saudi Arabia, with \$130 million, lead the ranking, and the sentiment is positive for the coming years."

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